LAUGHLIN
VISITOR PROFILE STUDY

2016

Prepared for:
Las Vegas Convention And Visitors Authority

By: GLS Research

425 Second St., Suite 400, San Francisco, CA 94107
Telephone: (415) 974-6620 | Facsimile: (415) 947-0260 | www.glsresearch.com

ACKNOWLEDGMENTS

The Las Vegas Convention and Visitors Authority and GLS Research extend thanks to the Laughlin community for their cooperation on this research project. Special appreciation is noted for cooperation and assistance received from the hotel, motel and casino industry. Appreciation is also extended to the interviewers and Laughlin visitors, without whose dedicated cooperation this study could not have been completed.

VISITOR PROFILE STUDY

LAS VEGAS CONVENTION AND VISITORS AUTHORITY
SENIOR EXECUTIVE STAFF
DECEMBER 31, 2016

President/CEO – Rossi T. Ralenkotter
Chief Financial Officer – Rana Lacer
Chief Human Resources Officer – Barbara Bolender
Chief Communications and Public Affairs Officer – Jacqueline Peterson
Senior Vice President of Marketing – Cathy Tull
Senior Vice President of Operations – Terry Jicinsky
Senior Vice President of Finance – Ed Finger

RESEARCH CENTER

Executive Director – Kevin M. Bagger
Director – Scott Russell
Senior Research Analyst – Matt Seltzer
Research Analyst – Gina Zozaya
Research Analyst – Jill Reynolds

LAS VEGAS CONVENTION AND VISITORS AUTHORITY
BOARD OF DIRECTORS

3150 Paradise Road, Las Vegas, NV 89109-9096 • 702-892-0711 | LVCVA.com
VisitLasVegas.com • VegasMeansBusiness.com • VisitLaughlin.com • VisitMesquite.com

TABLE OF CONTENTS

TABLE OF FIGURES

REASONS FOR VISITING

TRAVEL PLANNING

TRIP CHARACTERISTICS AND EXPENDITURES

GAMING BEHAVIOR AND BUDGETS

ATTITUDINAL INFORMATION

VISITOR DEMOGRAPHICS

EXECUTIVE SUMMARY

While many of the characteristics and behaviors of Laughlin visitors have changed little over the past five years, the 2016 visitor profile information does illuminate some potential changes in specific characteristics and behavior that have emerged over the past couple of years. And while the primary markets served by Laughlin and the age profile are little changed over the past five years, we see some evidence of a higher household income segment growing over the past two years, as well as a lodging visitor who is more likely to be paying a little more for their rooms.

These findings also illuminate the importance of attracting new visitors as the frequency of repeat visitation has declined. Past visitors appear to be good brand ambassadors, very willing to recommend Laughlin to others. The internet has also shown recent signs of becoming a more important driver of Laughlin tourism, and visibility on “booking” websites will likely become increasingly important.

Over the past few years, the gambling experience in Laughlin has been characterized by people spending less time gambling, but budgeting more money and going to more casinos. Expenditures on food and drink and shopping haven’t changed over the past five years, but spending on sightseeing has increased.

Summary tables of selected characteristics over the past five years by topical area are provided in the Appendix.

REASONS FOR VISITING

Laughlin has been attracting somewhat fewer first-time visitors since 2015, but the average number of visits over the past five years has remained relatively stable among the visitor population. Although the average number of visits among repeat visitors in the past year, and over the past five years, was similar to 2015, they are lower than in the previous three years.

Vacation or pleasure and gambling have been the primary trip motivators for Laughlin among both first-time and repeat visitors over the past five years. However, a comparison of the reason for their current trip and their first visit among repeat visitors suggests that Laughlin continues to establish itself as a full-featured resort destination. Specifically, repeat visitors in 2016 were much more likely to say the reason for their current visit was simply vacation or pleasure compared to the reason for their first visit. The reason for their first visit was much more likely than the reason for their current visit to be to gamble, to visit friends or relatives, or to enjoy water-based recreation.

TRAVEL PLANNING

Travel-planning characteristics have remained relatively stable over the past five years, with the exception of when visitors decide on where they will gamble in Laughlin. Prior to 2015, about 90% of Laughlin visitors decided where they would gamble before they arrived in Laughlin. Beginning in 2015, this proportion dropped to around two-thirds, suggesting that current visitors are likely to be more open to gaming options after they arrive in Laughlin.

Over the past five years, about 9 in 10 Laughlin visitors came from their primary residence, used ground transportation to get to Laughlin, and nearly all of them decided where they would stay before they arrived. About one-quarter of Laughlin visitors use the internet to plan their trip, about the same as last year, but higher than the previous three years. Additionally, the nearly one-fourth of visitors who used the internet for planning their trip said the internet influenced their destination choice, similar to last year and higher than the previous three years.

Use of traditional travel agents for trip planning continues to be minimal over the past five years and is currently around 2% of Laughlin visitors. One-quarter of Laughlin visitors are currently visiting nearby locations (other than Las Vegas) during their trip, primarily Oatman, Arizona, and/or the Lake Mojave/Davis Dam area. This is a slight increase over 2015, but up substantially over the prior three years.

TRIP CHARACTERISTICS AND EXPENDITURES

In general, overall trip characteristics have remained relatively unchanged over the past five years, including length of stay, party size, the proportion of visitors who stayed overnight, the proportion of visitors who stayed in a hotel or motel room, and the number of room occupants. However, we have observed some changes in lodging characteristics that began in 2015 and have continued in 2016. Nearly one-quarter of lodging visitors now book their accommodations on the internet compared to only about 1 in 6 prior to 2015. Currently, only one-third of lodging visitors who booked their accommodations online booked on the property's website compared to about two-thirds before 2016.

While average trip expenditures for food and drink and shopping have remained relatively stable over the past five years, average trip expenditures for sightseeing has increased over this same time period. The average trip expenditure for shows has been trending down over the past several years and the average trip expenditure for local transportation has declined since 2014.

GAMING BEHAVIOR AND BUDGETS

Similar to the past five years, almost all Laughlin visitors said they gambled in Laughlin during their visit. The average hours per day spent gambling was nearly six hours in 2012 and 2013, but has declined to around five hours per day beginning with 2014, while the average gambling budget has increased somewhat beginning in 2014. Together, these observations define a Laughlin gambler spending relatively more money in less time over the past few years.

The average number of casinos gambled at during their visit has also increased somewhat compared to 2014, suggesting a more mobile gambler seeking different gaming experiences in Laughlin. Over 9 in 10 Laughlin gamblers over the past five years have been members of a slot or loyalty club, suggesting more than a casual commitment to gambling.

ATTITUDINAL INFORMATION

In 2016, visitor satisfaction with their Laughlin trip rebounded from 2015, with nearly three-quarters of 2016 visitors saying they definitely would return to Laughlin within the next year, the same as in 2015, but down from the 2012 to 2014 time period. Laughlin visitors remain good brand ambassadors for the destination, as about 9 in 10 2016 visitors said they definitely will recommend Laughlin to others. This likelihood of recommending Laughlin has been in the same range over the past five years.

NOTABLE VISITOR DEMOGRAPHICS

The 2016 demographic profile of Laughlin visitors shows little change in the origin of visitors and their age. However, 2016 showed some changes in other demographic characteristics that, if continued over time, could signal potential changes in the tastes and preferences of visitors for their Laughlin trip experience.

In 2016, the Laughlin visitor was somewhat less likely to be retired, or to be married, and had a higher level of education than visitors over the previous four years. The average age of visitors has remained at around 60 years old over the past five years, and about one-half of these visitors are 65 years old or older, about the same as in 2015.

Similar to the past four years, about one-third of Laughlin visitors reside in Southern California, and only about 1 in 20 were visitors from outside the U.S. Over the past five years, about one-half of Laughlin visitors have had an annual household income of less than $60,000. However, beginning in 2015 and continuing through 2016, over one-quarter of Laughlin visitors have an annual household income in excess of $80,000, much higher than in the 2012 to 2014 time period.

INTRODUCTION

The Laughlin Visitor Profile Study is conducted monthly, and reported annually, to provide an ongoing assessment of the Laughlin visitor and trends in visitor behavior over time.

More specifically, the Laughlin Visitor Profile aims to:

- Provide a profile of Laughlin visitors in terms of sociodemographic and behavioral characteristics.
- Monitor trends in visitor behavior and visitor characteristics.
- Supply detailed information on the vacation and gaming habits of different visitor groups, particularly gaming and non-gaming expenditures.
- Allow the identification of market segments and potential target markets.
- Provide a basis for calculating the economic impact of different visitor groups.
- Determine visitor satisfaction levels.

METHODOLOGY

In-person interviews were conducted with 1,200 randomly selected visitors. Approximately 100 interviews were conducted each month for 12 months from January through December 2016. Qualified survey respondents were visitors to Laughlin (non-residents) who were at least 21 years of age. (Residents of Bullhead City, Arizona, were not considered visitors.) Residents of Clark County, including residents of Las Vegas but excluding residents of Laughlin, were treated as visitors to Laughlin. Only visitors who planned to leave Laughlin within 24 hours were asked to complete the survey.

Visitors were intercepted near Laughlin hotel-casinos and hotels. To ensure a random selection of visitors, different locations were utilized on each interviewing day. Upon completion of the interview, visitors were given souvenirs as tokens of appreciation. Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

Interviews were edited for completeness and accuracy, coded and entered into a computerized database for analysis. The information was then analyzed using statistical software packages available to GLS Research. The questionnaire administered to visitors is appended to this report in the form of aggregate results.

Throughout this report, bar charts are used to illustrate the data. The data presented in these charts are based on the total sample of 1,200 respondents unless otherwise specified. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

When we note that a difference between subgroups on a particular measure is "significant" or "statistically significant," we mean that there is a 95% or better chance that the difference is the result of true differences between the subgroup populations and is not due to sampling error alone. When we note that a difference between subgroups is "not significant" or "not statistically significant," we mean that there is less than a 95% chance that the difference is the result of true differences between the subgroups.

This report presents the results of the 2016 study and compares them to the results of the 2012, 2013, 2014 and 2015 studies. Statistically significant differences in the behavior, attitudes and opinions of visitors from year to year are pointed out in the text of the report. Throughout this report, if data is not presented for all five years, it is because the question was not asked for all five years.

Details on the findings and conclusions of the survey are presented in the following sections of this report.

SUMMARY OF FINDINGS

REASONS FOR VISITING

In 2016, 91% of visitors had visited Laughlin before, while 9% were first-time visitors. Since 2015, there have been fewer first-time visitors than in the recent past.

FIGURE 1
First Visit Vs. Repeat Visit

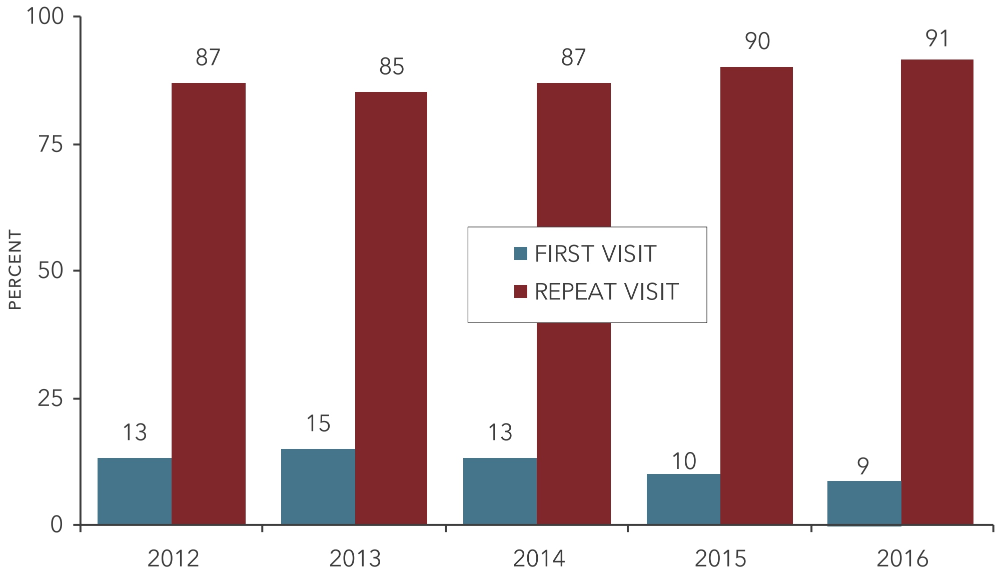
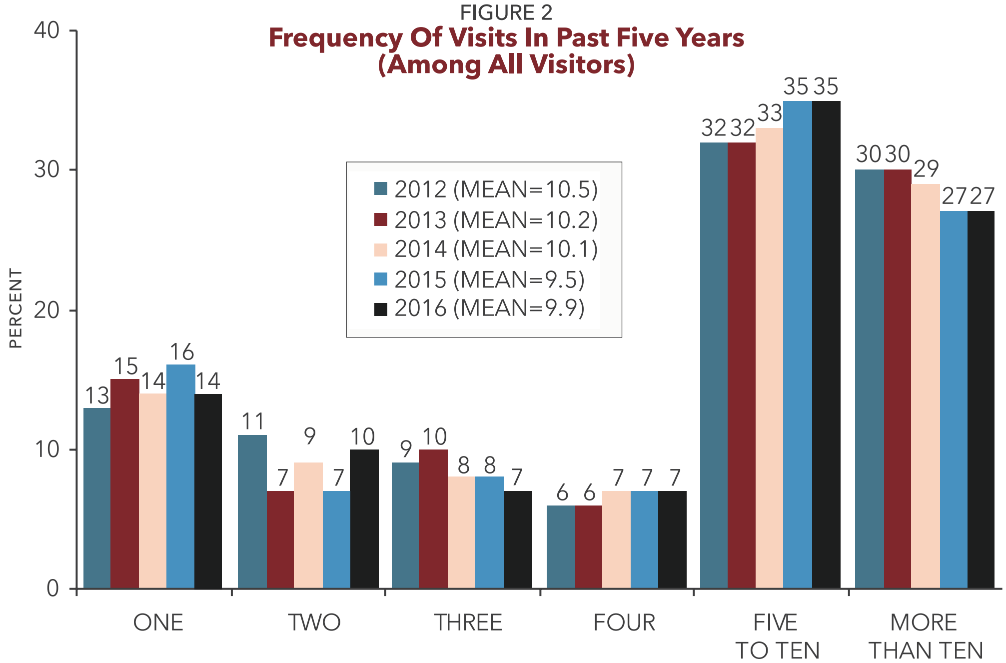
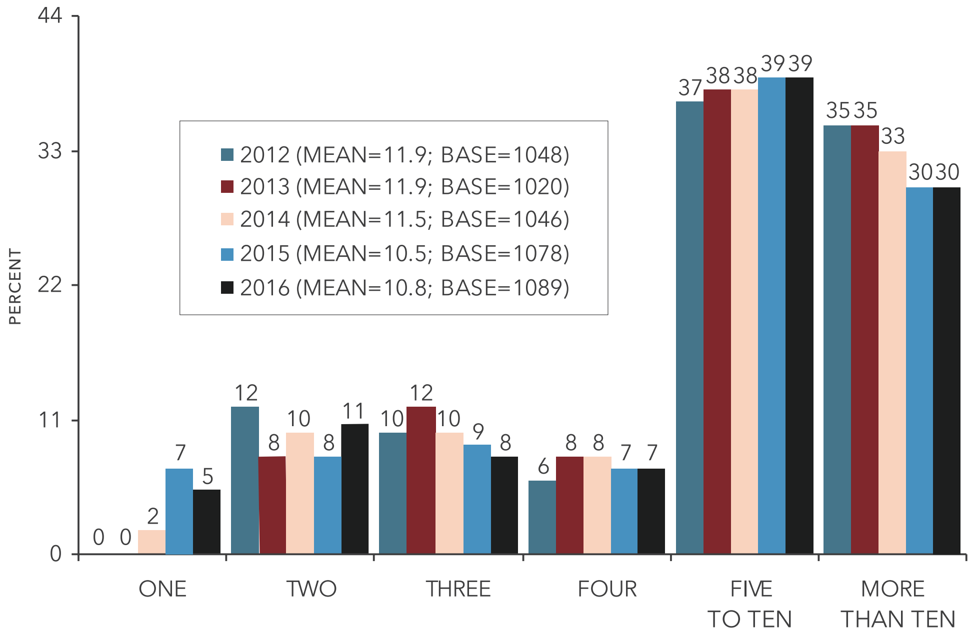


FIGURE 2
Frequency Of Visits In Past Five Years (Among All Visitors)



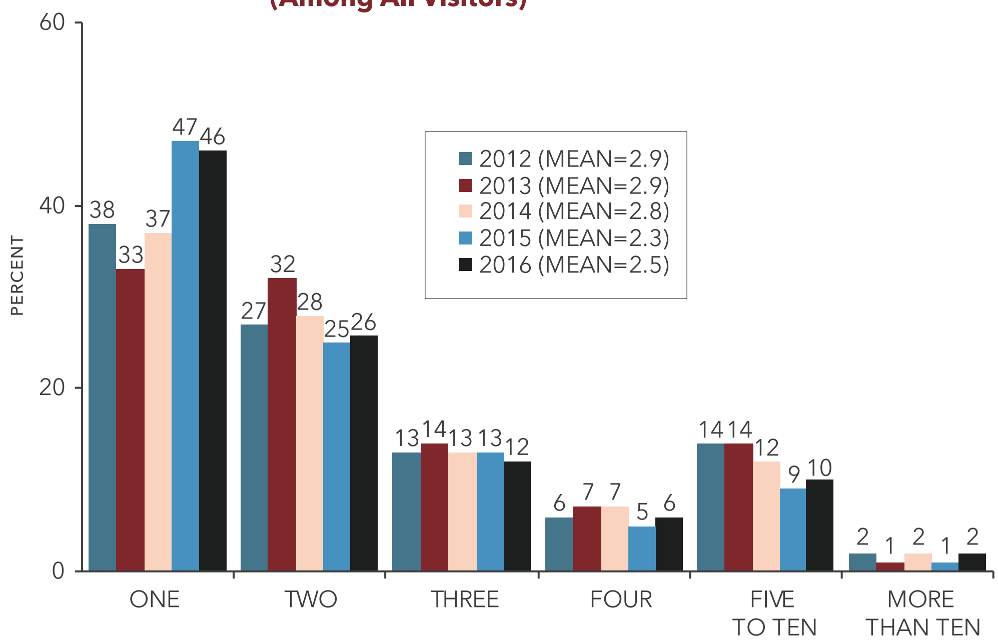
The average number of visits to Laughlin in the past five years among all visitors was 9.9 in 2016, about the same as 2015 (9.5). The average number of visits in the past five years has remained consistant to past years at about 10 visits.

FIGURE 3
Frequency Of Visits In Past Five Years (Among Repeat Visitors)



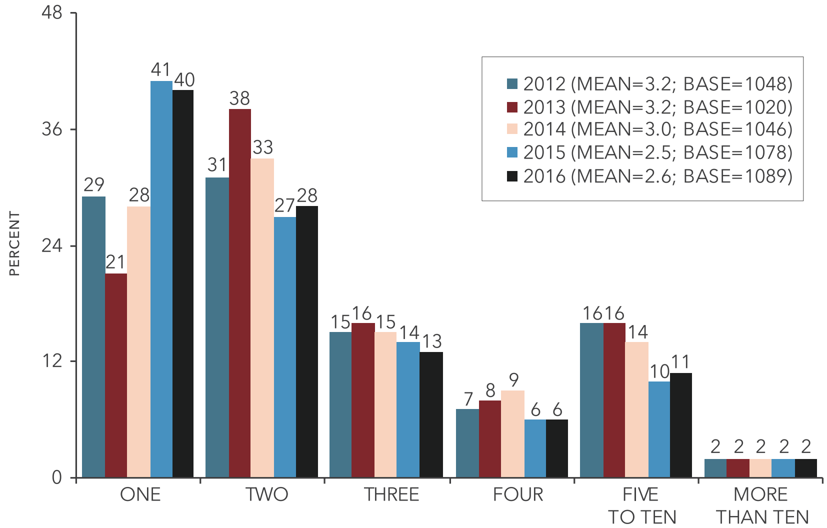
The average number of visits to Laughlin during the past five years among repeat visitors increased slightly over 2015 to 10.8. However, this number of visits remains lower than the 2012–2014 time period. Five percent (5%) of repeat visitors said they visited Laughlin only once in the past five years, up from the 2012–2014 time period, and 30% said they had visited more than 10 times in the past five years, down from both 2012 and 2013 (both 35%).

FIGURE 4
Frequency Of Visits In Past Year (Among All Visitors)



Among all Laughlin visitors in 2016, the average number of visits in the past year was 2.5, up slightly from 2015, Forty-six percent (46%) said they visited Laughlin only once in the past year, about the same as in 2015 (47%), higher than in the 2012-2014 time period. Conversely, only 10% of Laughlin visitors in 2016 said they visited Laughlin between five to 10 times in the past year, below the proportion of visitors in the 2012-2014 time period.

FIGURE 5
Frequency Of Visits In Past Year (Among Repeat Visitors)



In 2016, repeat visitors made an average of 2.6 trips to Laughlin, about the same as in 2015 (2.5), but much lower than in the 2012–2014 time frame. Among repeat visitors, 40% made only one trip, about the same as in 2015 (41%), but much higher than in the 2012–2014 time frame. Conversely, 11% of repeat visitors reported making between five to 10 visits in 2016, well below the proportions who did so in the 2012–2014 time frame.

One-third (33%) of repeat visitors said they first came to Laughlin primarily to gamble, about the same as in 2015 (36%). Twenty-nine percent (29%) of repeat visitors first came to Laughlin for vacation or pleasure, similar to the past few years. Another one-fifth (20%) of repeat visitors first came to Laughlin to visit friends or relatives, up from the 2015 measure (13%). Eight percent (8%) of repeat visitors first visited Laughlin primarily for water-based recreation, while only 5% said they first visited Laughlin while just passing through, the lowest proportion over the last five years.

FIGURE 6
Primary Purpose Of FIrst Visit (Among Repeat Visitors)

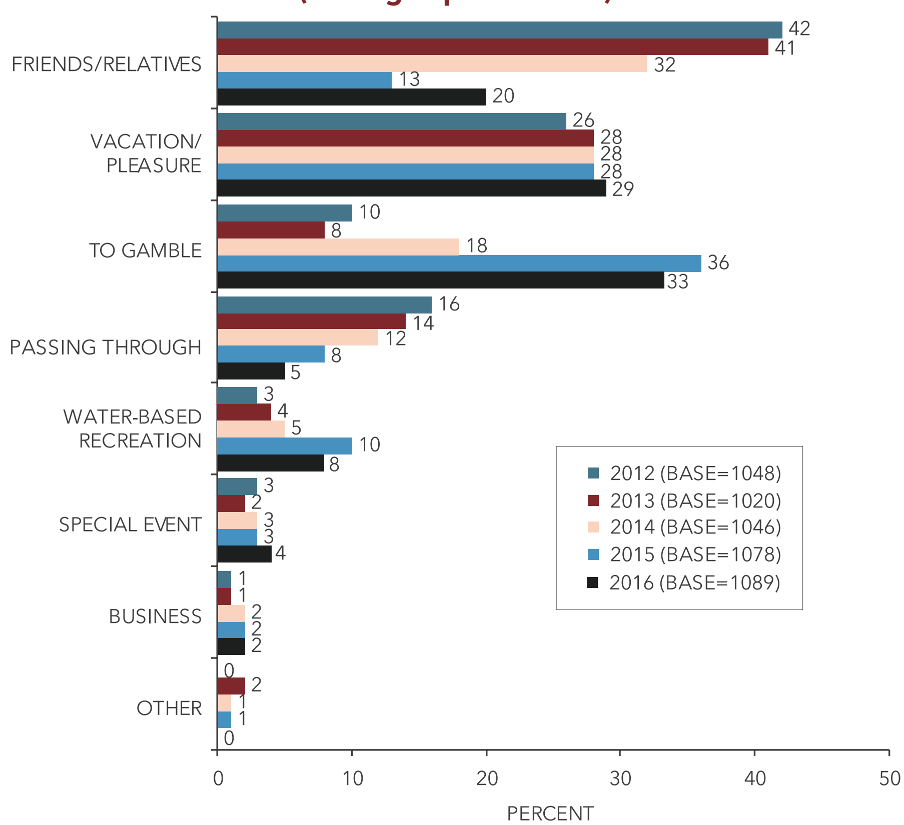
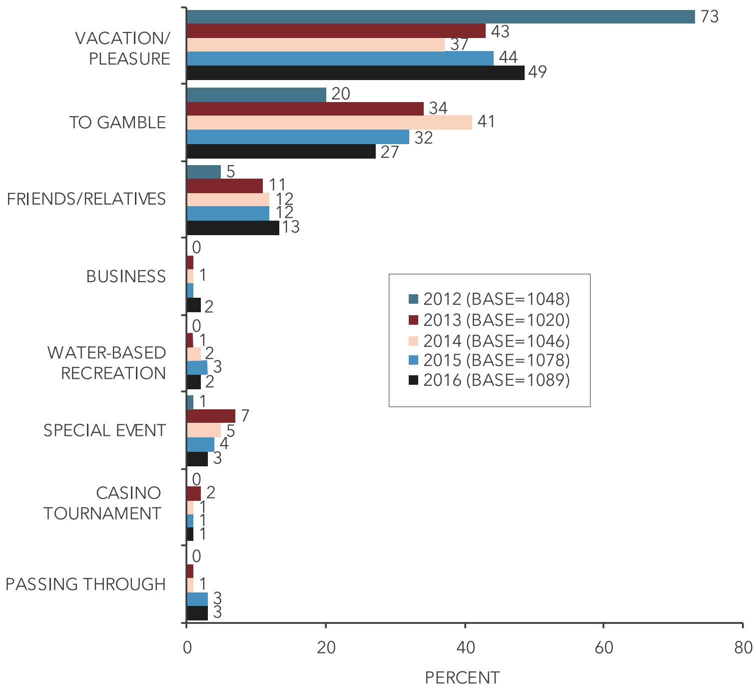


FIGURE 7
Primary Purpose Of Current Visit (Among Repeat Visitors)



About one-half (49%) of repeat visitors said the primary purpose of this trip to Laughlin was vacation or pleasure, up from 2015 (44%). Twenty-seven percent (27%) of repeat visitors came to Laughlin primarily to gamble on this visit, down from 2015. Another 13% of repeat visitors said the primary purpose of their current trip was to visit friends or relatives, about the same as in 2015 (12%). Smaller proportions of repeat visitors said the primary purpose of their current trip to Laughlin was for business (2%), water-based recreation (2%), a special event (3%), a casino tournament (1%), or just passing through (3%), all about the same as in the recent past few years, but up from 2012.

One-half (50%) of all visitors to Laughlin in 2016 said the primary purpose of their current trip was for vacation or pleasure, up from the past few years. Another one-quarter (26%) of all visitors said their primary purpose was to gamble, down from 2015 (30%). Fourteen percent (14%) of all visitors were in Laughlin primarily to visit friends or relatives, about the same as over the past few years. Smaller proportions of all visitors said the primary purpose of their current trip to Laughlin was for a special event (3%), business (2%), water-based recreation (2%), just passing through (3%), or a casino tournament, (1%), all about the same as in the recent past few years, but up from 2012.

FIGURE 8
Primary Purpose Of Current Visit (Among All Visitors)

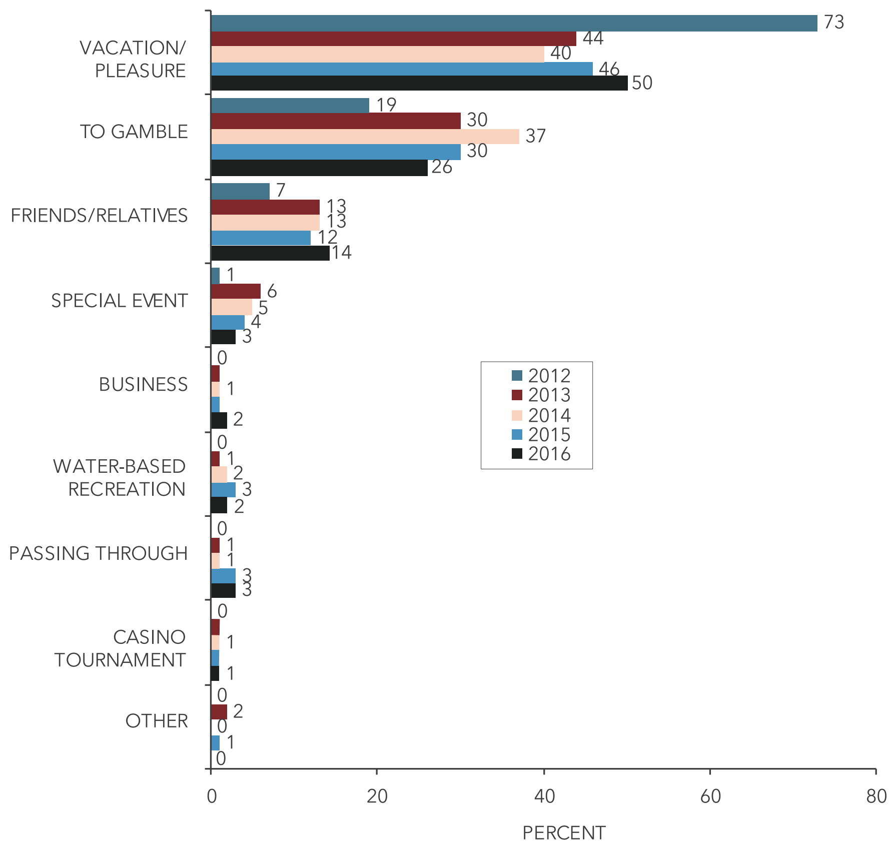
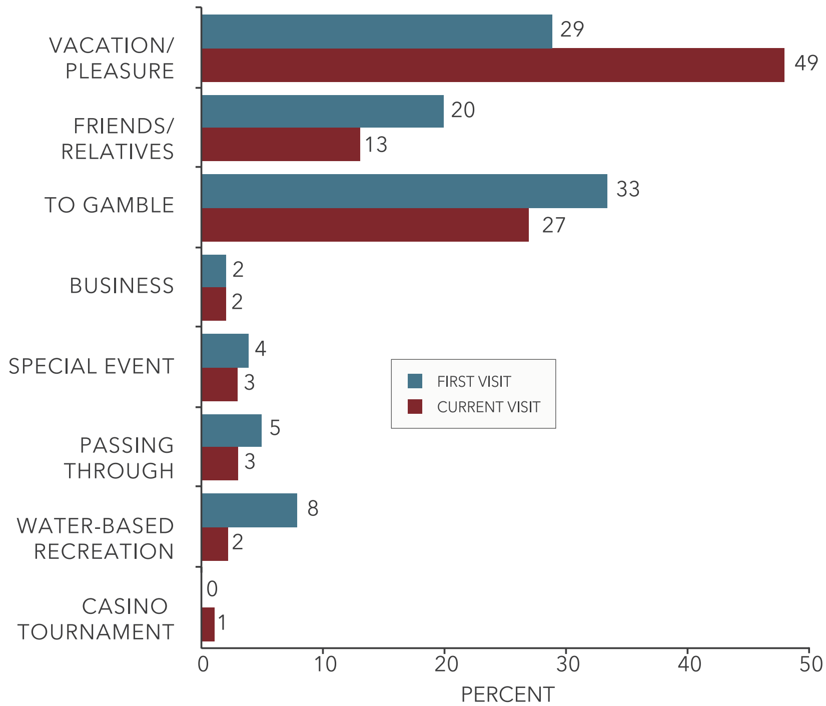


FIGURE 9
Primary Purpose Of First Visit Vs. Current Visit – 2016 (Among Repeat Visitors)



This figure compares the primary purpose given by repeat visitors for their first visit to Laughlin versus the primary reason for their current visit in 2016. Repeat visitors were significantly more likely to first visit Laughlin to gamble (33% vs. 27% for current visit), to visit friends or relatives (20% vs. 13% for current visit), or for water-based recreation (8% vs. 2% for current visit). Conversely, repeat visitors were significantly more likely to be visiting Laughlin currently for vacation or pleasure (49% vs. 29% for their first visit).

Figure 10 compares first-time visitors with repeat visitors in terms of the primary purpose of their current visit to Laughlin in 2016. First-time Laughlin visitors were significantly more likely than repeat visitors to say their primary purpose was just passing through (9% vs. 3% for repeat visitors). Repeat visitors were significantly more likely than first-time Laughlin visitors to say the primary purpose of their current visit was to gamble (27% vs. 9% for first-time visitors).

FIGURE 10
Primary Purpose Of Current Visit – 2016 (First-Time Vs. Repeat Visitors)

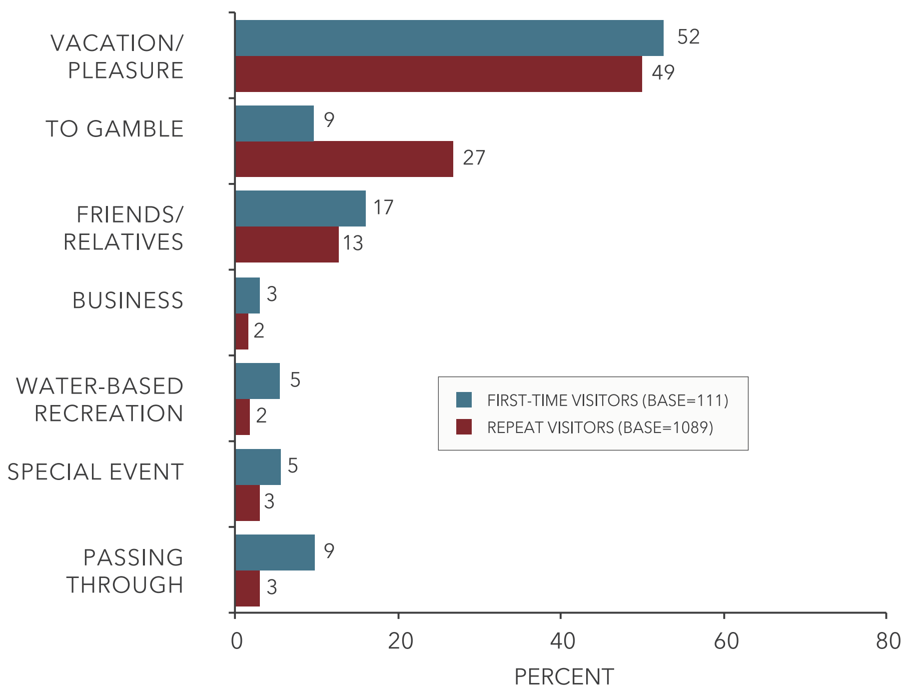
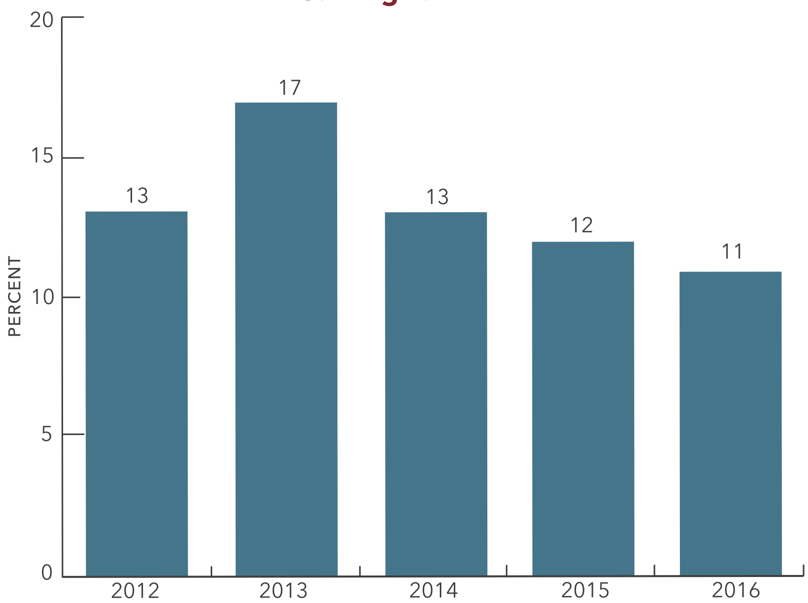


FIGURE 11
Gaming Tournaments*

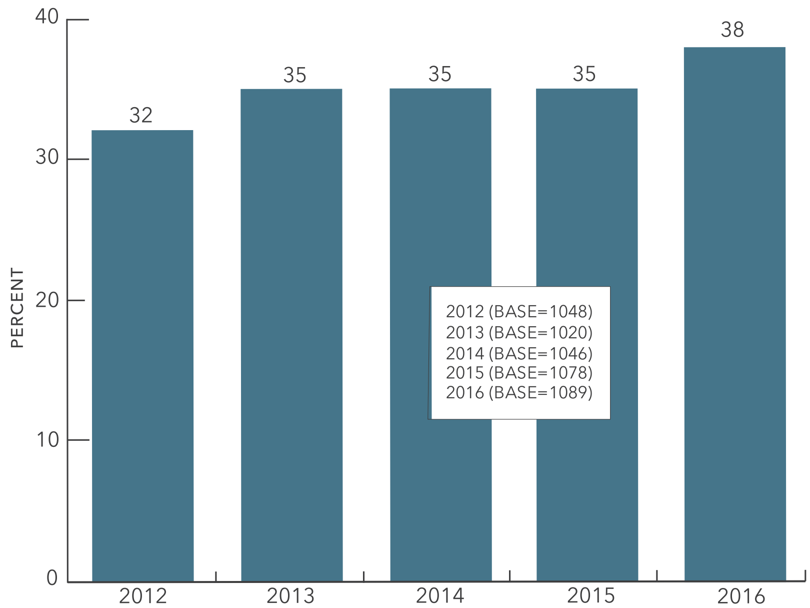


*Only "yes" responses are reported in this chart.

In 2016, 11% of Laughlin visitors said they planned to participate in a gaming tournament in Laughlin, about the same as in 2015 (12%).

We asked repeat visitors whether they had visited Laughlin in the past to attend a special event such as a rodeo, a car or motorcycle rally, or an outdoor concert. In 2016, 38% said they had, similar to the past few years (each at 35%).

FIGURE 12
Visited Laughlin In The Past For A Special Event*
(Among Repeat Visitors)

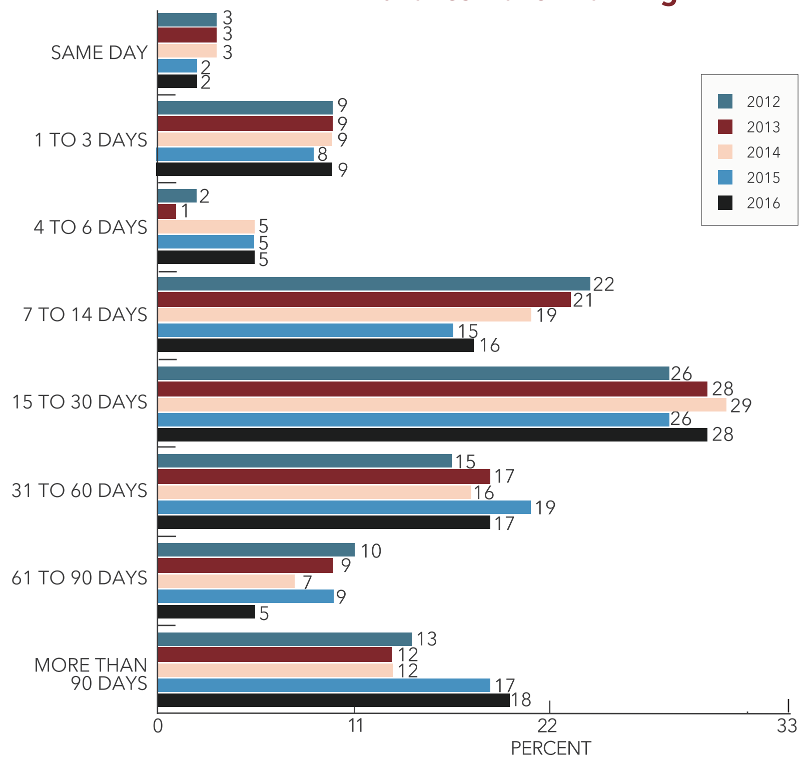


*Only "yes" responses are reported in this chart.

TRAVEL PLANNING

Travel planning continued to vary in 2016. Sixteen percent (16%) of Laughlin visitors planned their trip within a week of visiting, similar to the past few years. Forty-four percent (44%) planned their trip between seven to 30 days of their visit, up slightly from 2015 (41%), but in the same range as previous years. Four in 10 (40%) visitors planned their trip to Laughlin more than 30 days in advance, down from 2015 (45%). Eighteen percent (18%) of Laughlin visitors in 2016 planned their trip more than 90 days in advance, about the same as in 2015 (17%), but up significantly from prior years.

FIGURE 13
Advance Travel Planning



In 2016, most Laughlin visitors continued to travel to Laughlin by automobile, truck or motorcycle (79%), up slightly from 2015 (76%). Thirteen percent (13%) said they came by air, 4% traveled by bus (down slightly from 2015), and 4% came to Laughlin in an RV.

FIGURE 14
Transportation To Laughlin

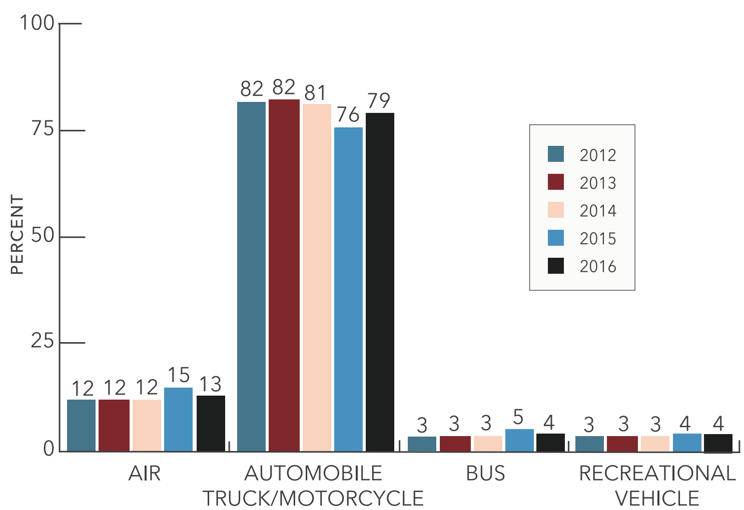
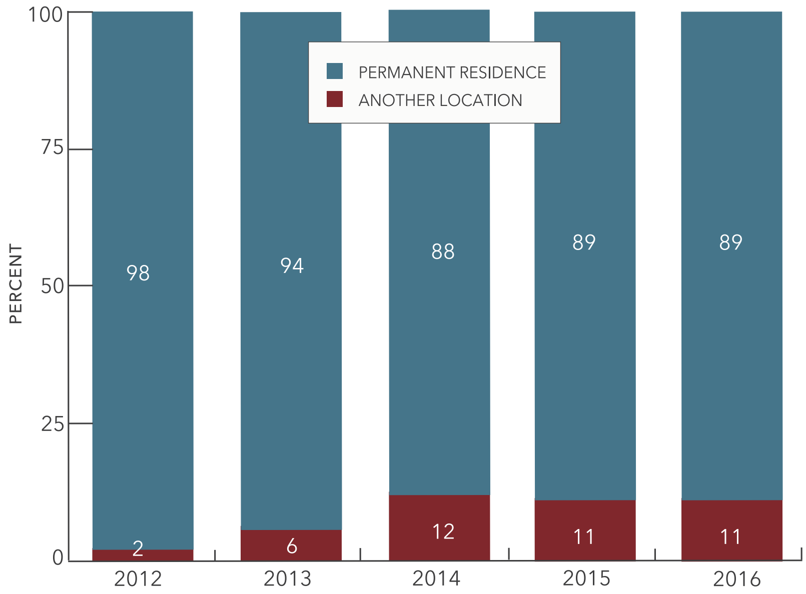


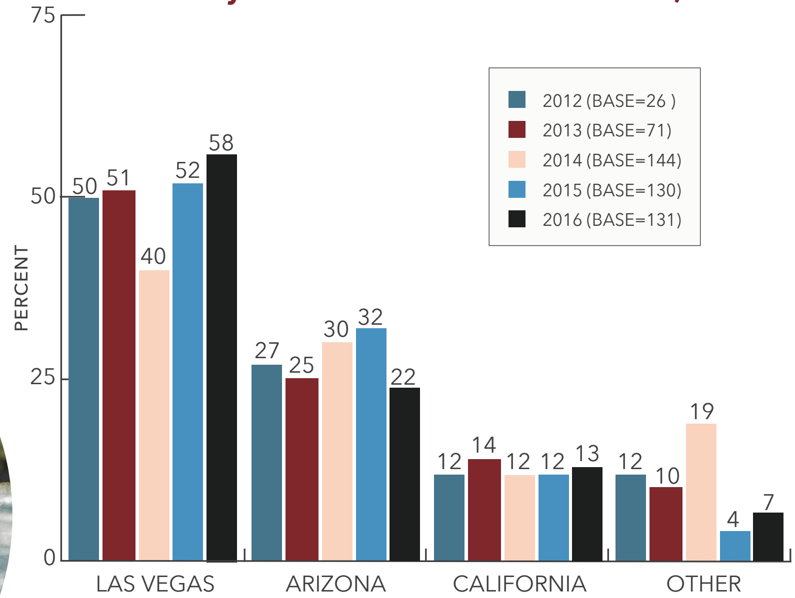
FIGURE 15
Whether Visitors Came To Laughlin From Their Permanent Residence Or From Some Other Location



Similar to the recent past, 89% of Laughlin visitors in 2016 arrived in Laughlin directly from their permanent residence, down from 2012 (98%) and 2013 (94%).

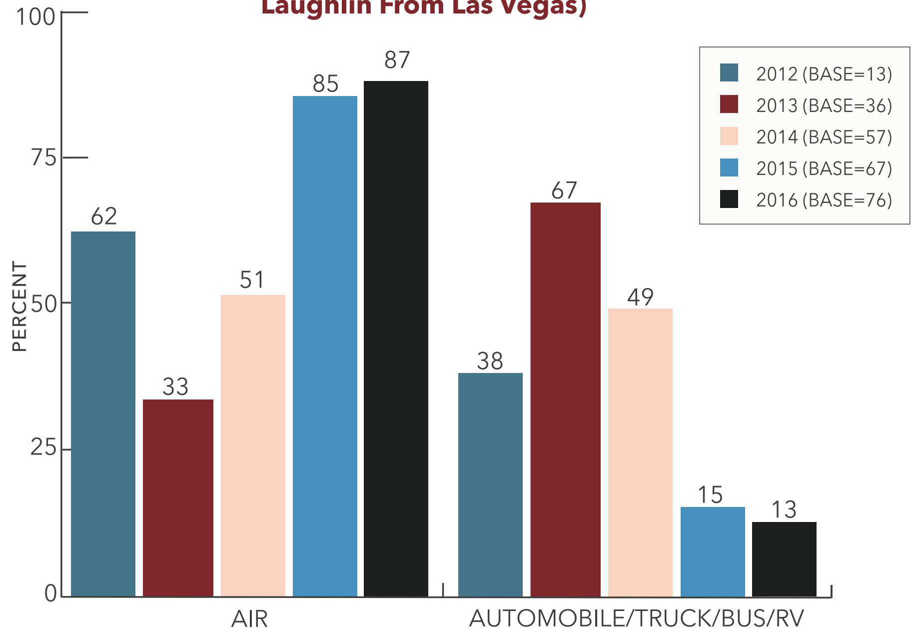
Among those travelers who came to Laughlin after visiting another location, 58% came from Las Vegas Another 22% of these travelers came from Arizona and 13% came from California, both in the same range as in the past several years.

FIGURE 16
Where Visitors Came From (Among Those Who Did Not Come To Laughlin Directly From Their Permanent Residence)



Visitors who came to Laughlin from Las Vegas were asked how they traveled to Las Vegas. Eighty-seven percent (87%) said they arrived by air, about the same as in 2015 (86%), but up from the 2012 to 2014 results.

FIGURE 17
Transportation To Las Vegas (Among Those Who Traveled To Laughlin From Las Vegas)



*Caution, small sample sizes.

Almost all (99%) of Laughlin visitors in 2016 decided where to stay in Laughlin prior to their visit, up from the previous few years.

FIGURE 18
When Decided Where To Stay (Among Those Who Stayed Overnight)

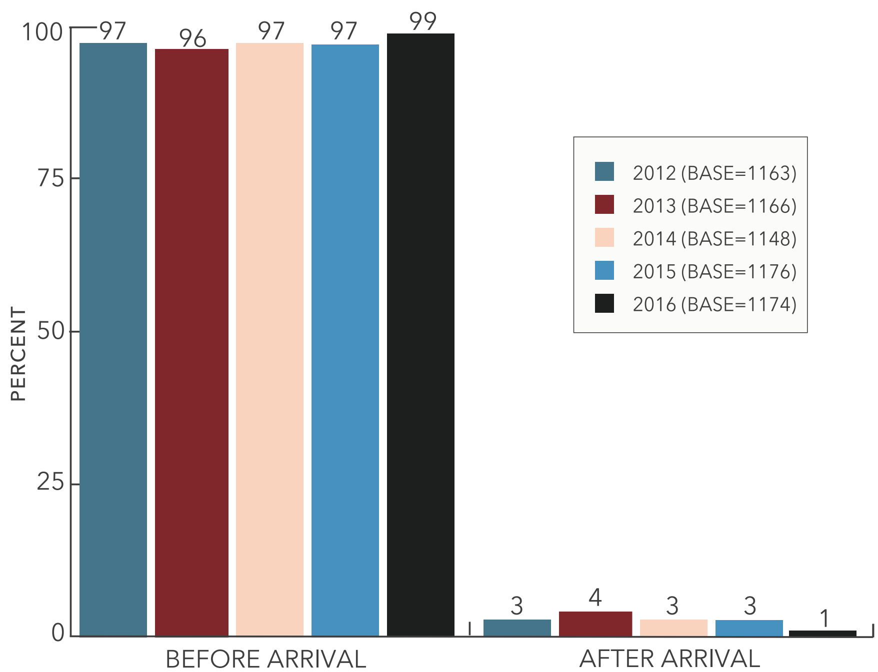
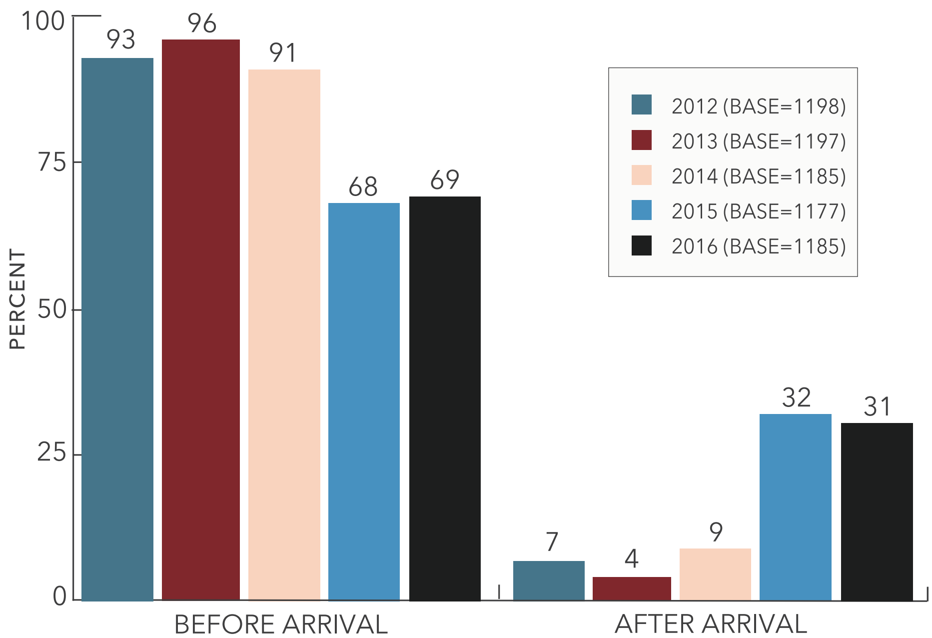


FIGURE 19
When Decided Where To Gamble (Among Those Who Gambled)



Similar to 2015, just over two-thirds (69%) of Laughlin visitors who gambled during their visit said they made their decision about where to gamble before they arrived in Laughlin, down significantly from the 2012 to 2014 time period. Thirty-one percent (31%) of Laughlin gamblers said they made their decision about where to gamble after arriving, about the same as in 2015 (32%) and up significantly from the 2012 to 2014 time period.

Among visitors who reported going to a show, 46% said they decided on what shows to see before their arrival in Laughlin, about the same as in the past several years, Fifty-four percent (54%) said they decided on what shows to see after their arrival in Laughlin, in the same range as the past few years.

FIGURE 20
When Decided Which Shows To See (Among Those Who Saw Shows)

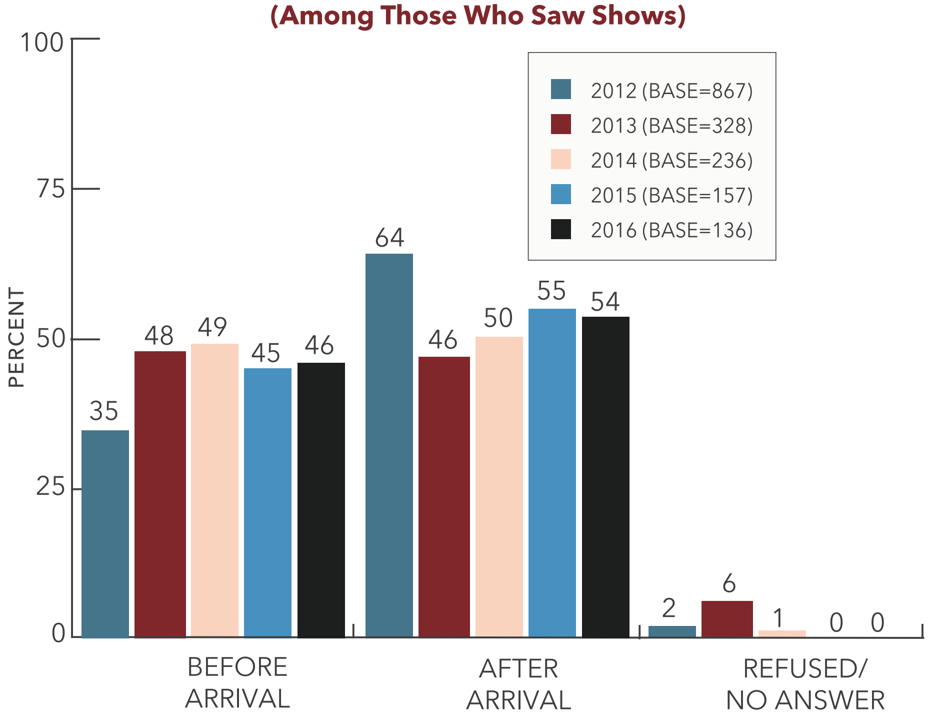
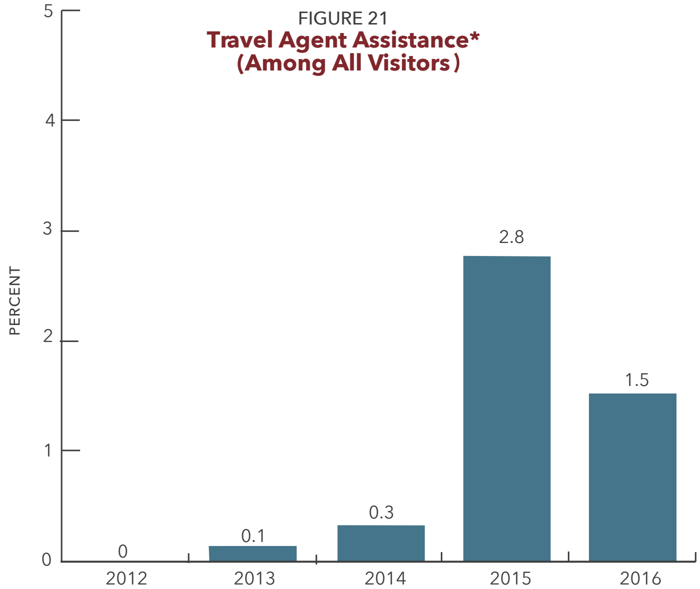


FIGURE 21
Travel Agent Assistance*
(Among All Visitors)



*Only "yes" responses are reported in this chart.

In 2016, 1.5% of visitors to Laughlin said they were assisted in their travel planning by a travel agent, down from 2015 (2.8%), but up from the 2012 to 2014 time period.

Over one-quarter (28%) of visitors said they got an invitation from a hotel/casino and 19% said they used the internet to make their travel arrangements, about the same as in 2015. Although use of an 800 number (14%) was up from 2015 (9%), it remains significantly below the 2012 to 2014 time period. Twelve percent (12%) said they used the property's air rewards program, similar to 2015 (13%).

FIGURE 22
Main Reason For Not Using A Travel Agent
(Among Those Not Using Travel Agent)

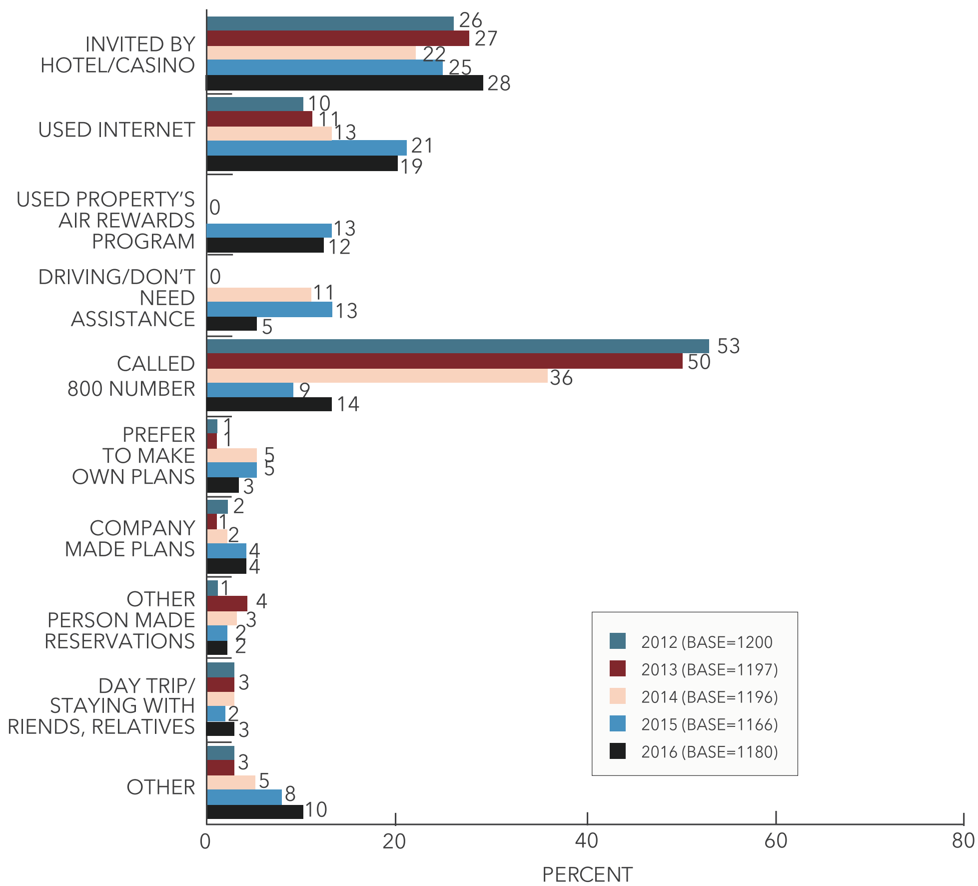
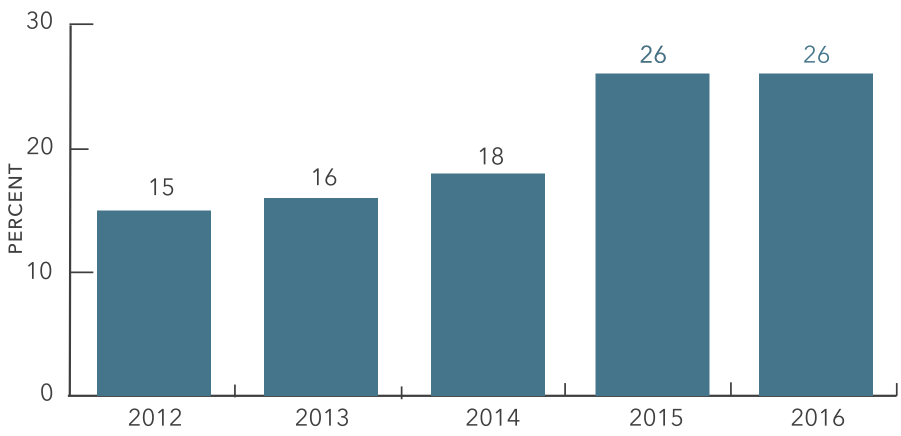


FIGURE 23
Whether Used Internet To Plan Trip*

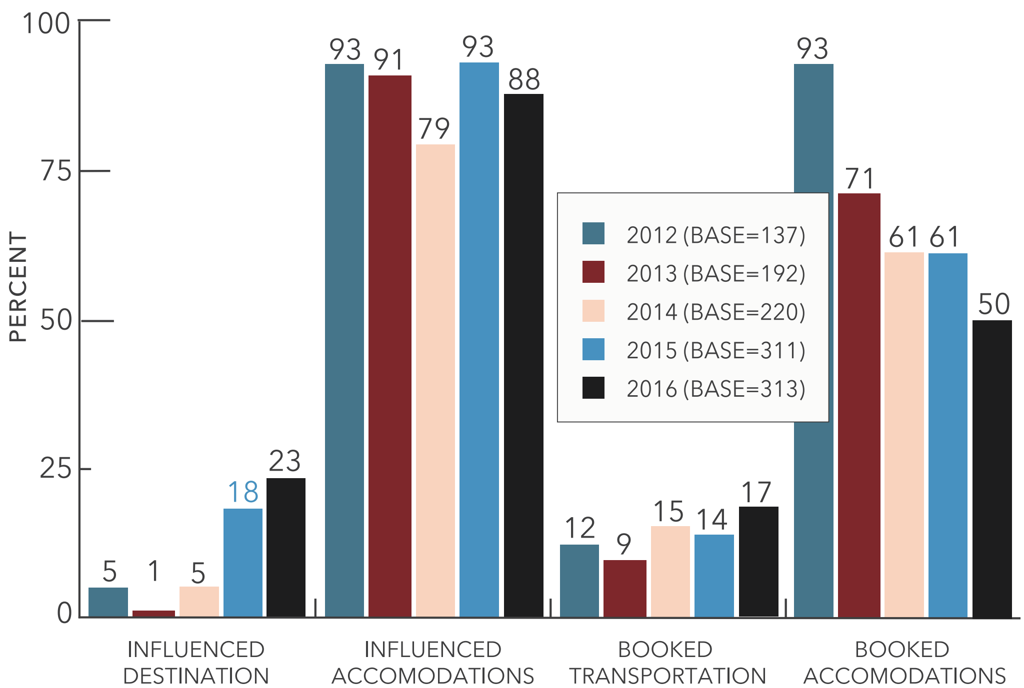


*Only "yes" responses are shown in this figure.

In 2016, 26% of visitors said they used the internet to plan their trip to Laughlin, the same as in 2015, but up from the 2012 to 2014 time period.

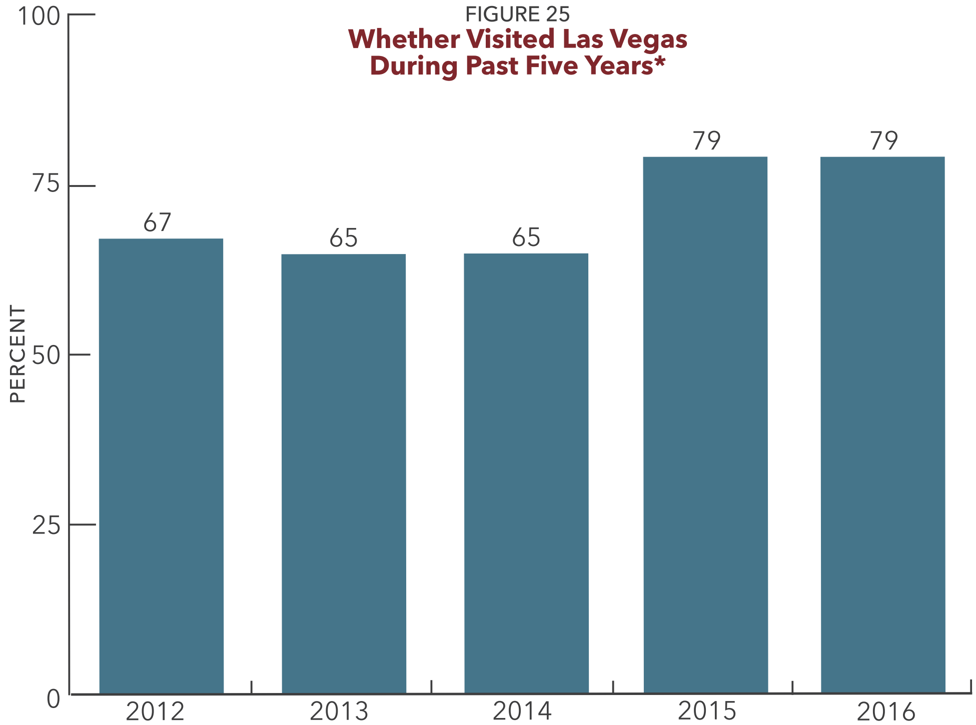
Among visitors who used the Internet to plan their trip, one-half (50%) booked their accommodations online, down from the recent past. Seventeen percent (17%) of these visitors booked transportation online, up from 2013. About 9 in 10 (88%) of these visitors said the internet influenced their choice of accommodations, down slightly from 2015 (93%), and 23% said the internet influenced their decision to visit Laughlin.

FIGURE 24
Internet Influence And Use*
(Among Those Who Used Internet To Plan Trip)



*Only "yes" responses are shown in this figure.

FIGURE 25
Whether Visited Las Vegas During Past Five Years*

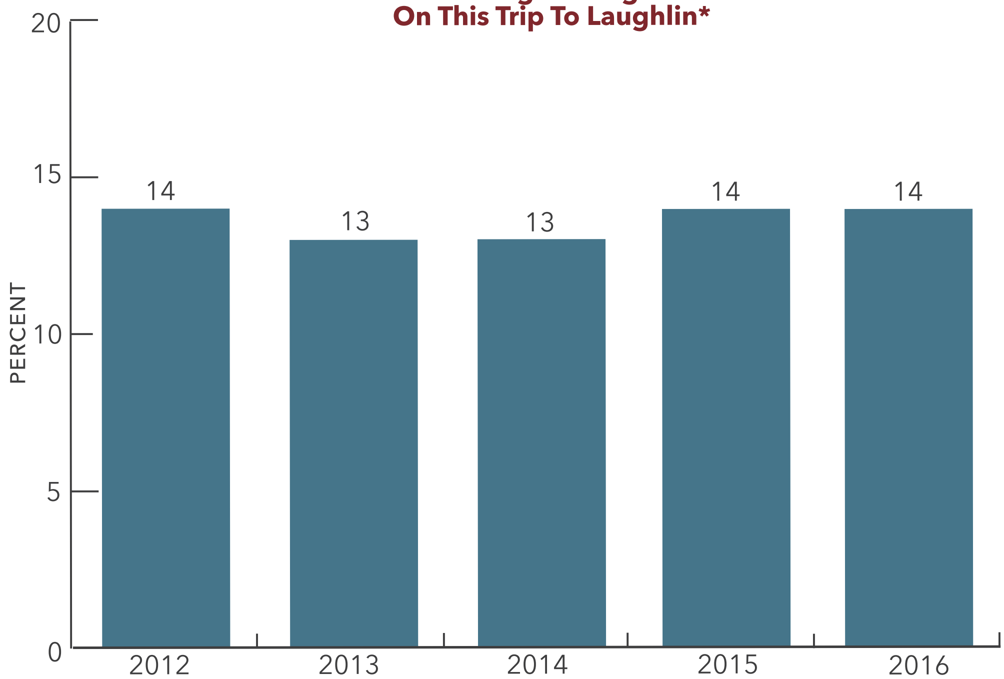


*Only "yes" responses are reported in this chart.

In 2016, 79% of Laughlin visitors said they have visited Las Vegas within the past five years, the same as in 2015, but up from the 2012 to 2014 time period.

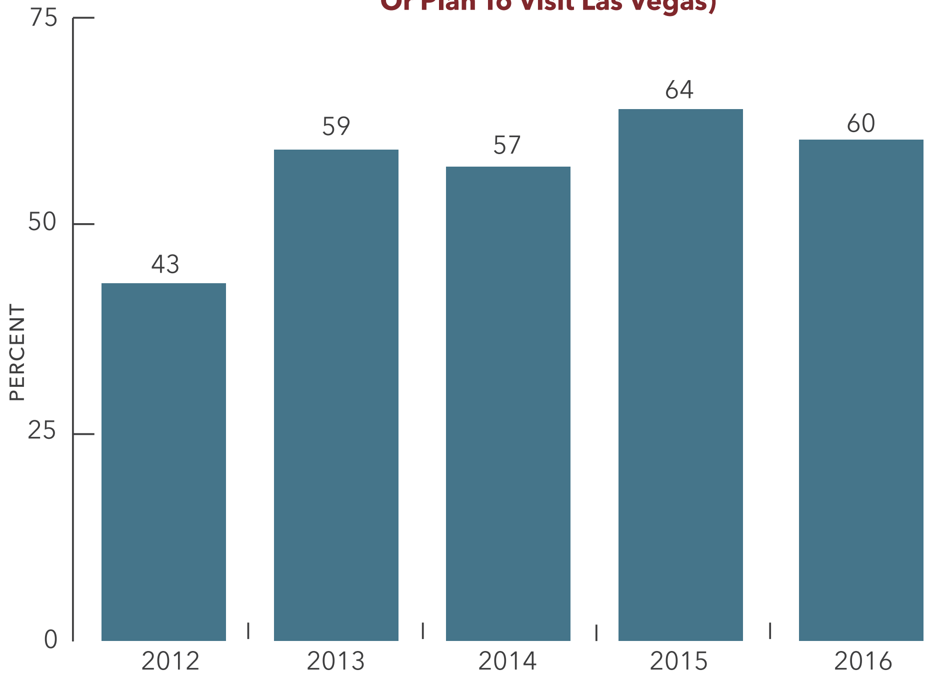
Fourteen percent (14%) of Laughlin visitors said they had visited Las Vegas or were planning to visit Las Vegas on this trip, similar to past year results.

FIGURE 26
Visiting Las Vegas On This Trip To Laughlin*



*Only "yes" responses are reported in this chart.

FIGURE 27
Visiting Downtown Las Vegas* (Among Those Who Visited Or Plan To Visit Las Vegas)

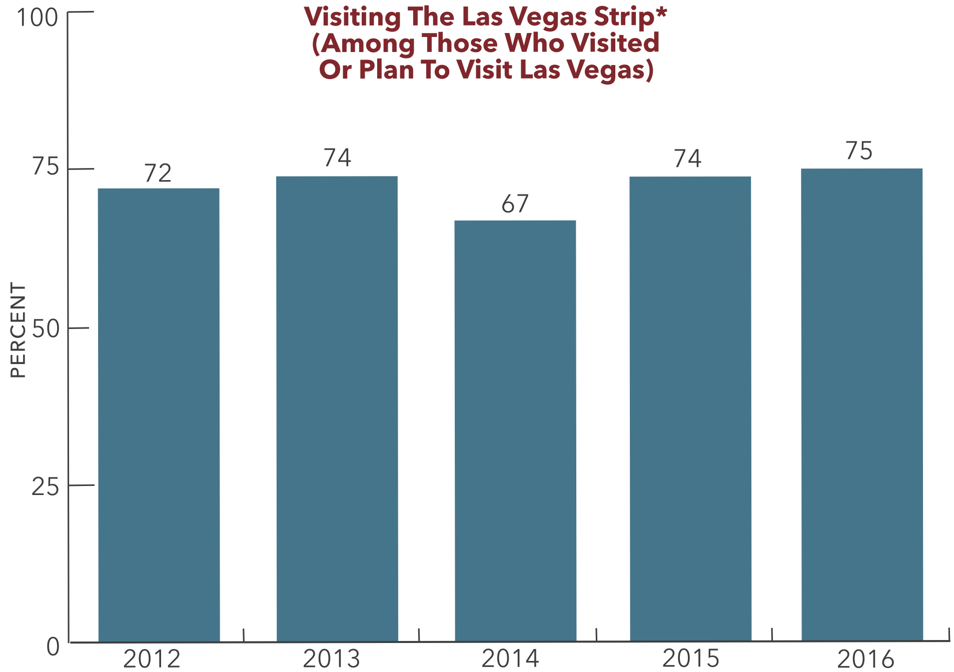


*Only "yes" responses are reported in this chart.

Among Laughlin visitors who visited or were planning to visit Las Vegas on this trip, 60% said they had visited or were intending to visit Downtown, similar to the past few years, but up from 2012 (43%).

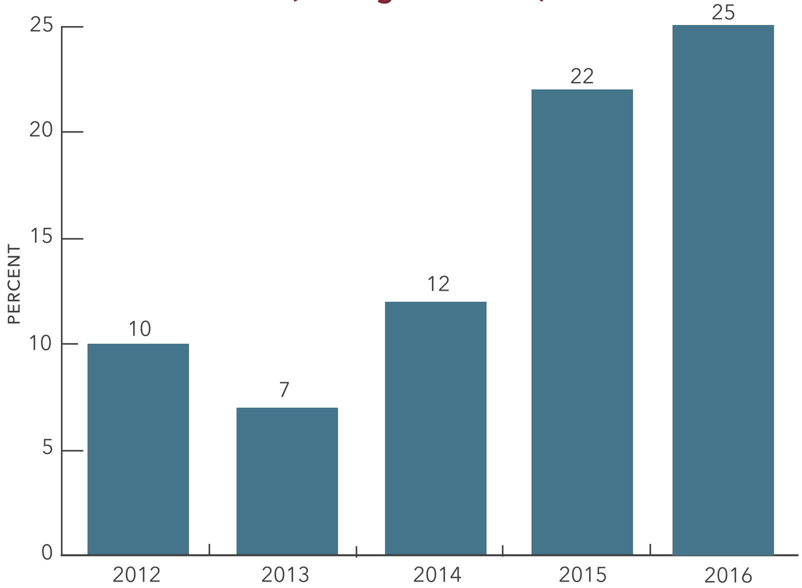
Among those who visited or planned to visit Las Vegas on this trip to Laughlin, 75% said they intended to visit The Strip.

FIGURE 28
Visiting The Las Vegas Strip* (Among Those Who Visited Or Plan To Visit Las Vegas)



*Only "yes" responses are reported in this chart.

FIGURE 29
Touring Other Nearby Places*
(Among All Visitors)

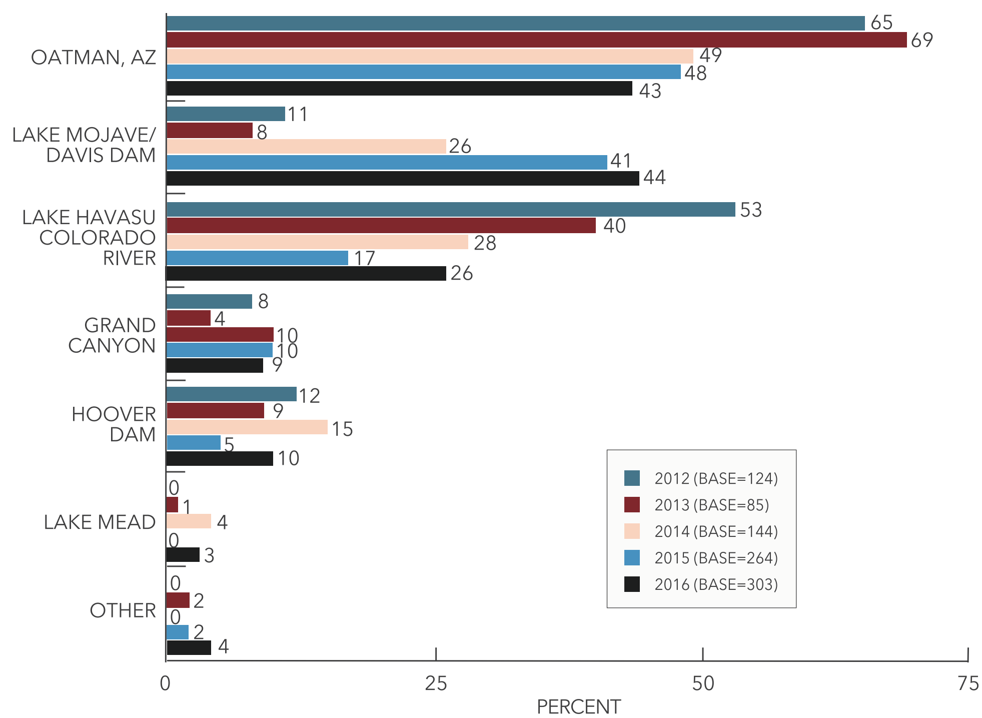


*Only "yes" responses are reported in this chart.

In 2016, one-quarter (25%) of Laughlin visitors said they had visited or planned to visit other nearby areas besides Las Vegas, up slightly from 2015 (22%), but up significantly from the 2012 to 2014 time period.

Laughlin visitors who said they visited nearby places were most likely to have visited the Lake Mojave/Davis Dam area (44%) and/or Oatman (43%), about the same as last year (41% and 48% respectively). Over one-quarter (26%) of these visitors had visited the Lake Havasu/Colorado River area, up from 2015 (17%). Ten percent (10%) of these visitors had visited Hoover Dam, up from 2015 (5%), and 9% had visited the Grand Canyon, similar to the past two years.

FIGURE 30
Other Nearby Places Visited*
(Among Those Who Visited Nearby Places)



*Multiple responses were permitted to this question.

TRIP CHARACTERISTICS AND EXPENDITURES

We asked visitors how many adults (21 years old or older) including themselves were in their immediate party. Three-quarters (75%) of them reported two adults in their party, about the same as 2015 (76%). Thirteen percent (13%) said they were traveling alone, up from 2015 (10%), and 6% reported a party size of three, similar to past years results.

FIGURE 31
Adults In Immediate Party

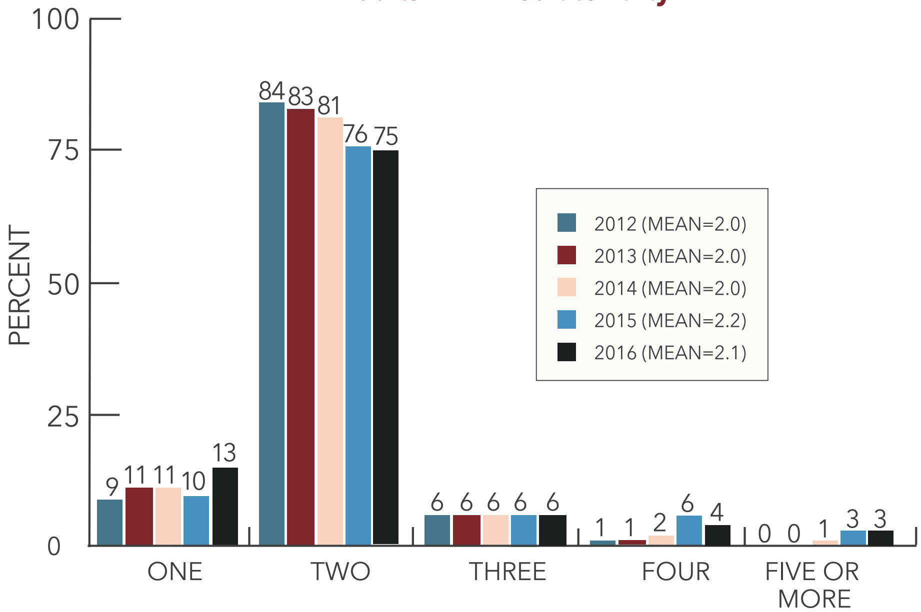
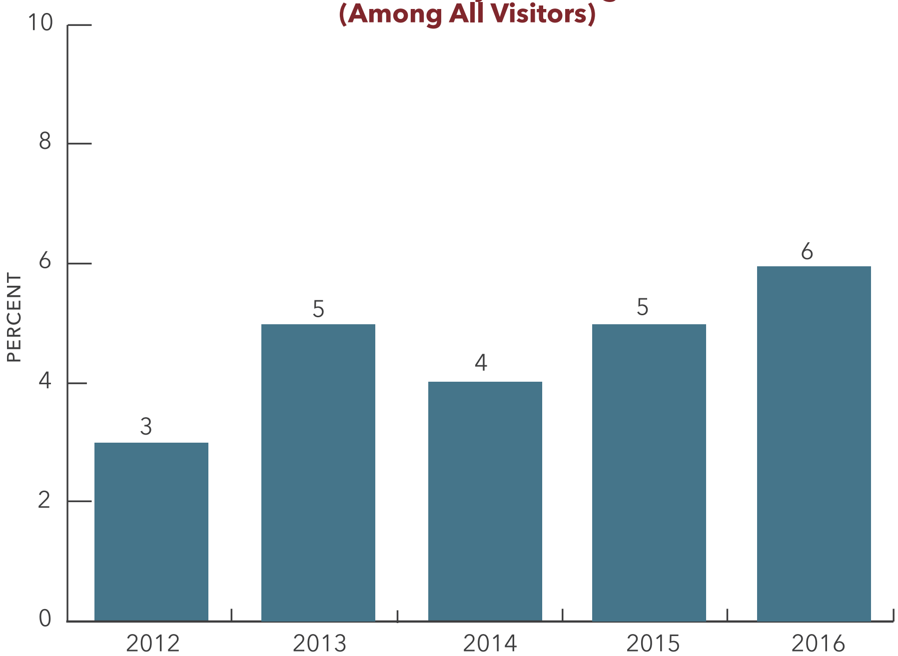


FIGURE 32
Whether Had Persons In Immediate Party Under Age 21* (Among All Visitors)



*Only "yes" responses are reported in this chart.

We asked visitors whether they had any people under the age of 21 traveling with them in their immediate party and 6% said yes, similar to past years, but up from 3% in 2012.

During 2016, Laughlin visitors stayed an average of 3.3 nights and 4.3 days, with 34% spending three days and two nights, up from the past few years.

FIGURE 33
Nights Stayed

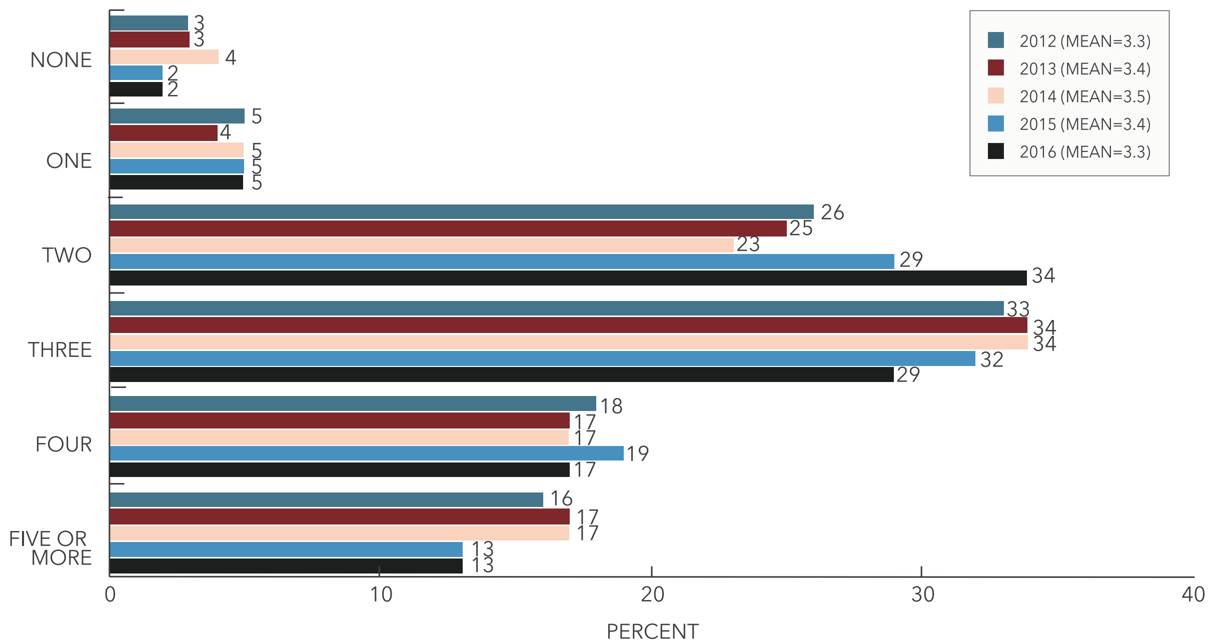


FIGURE 34
Days Stayed

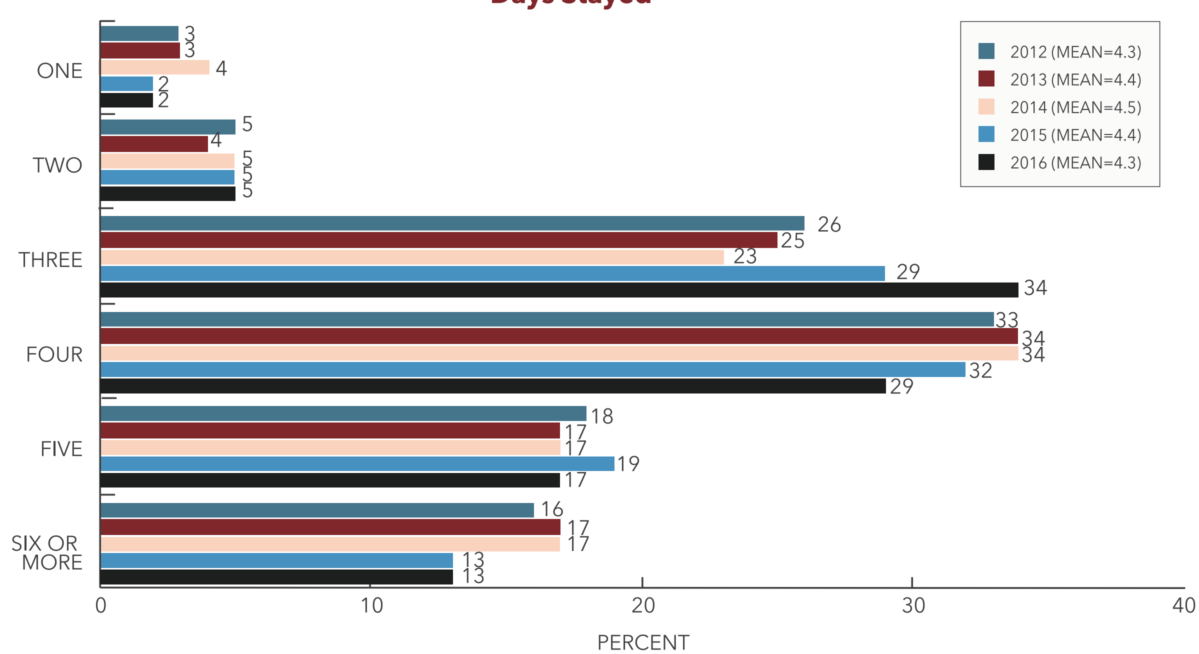
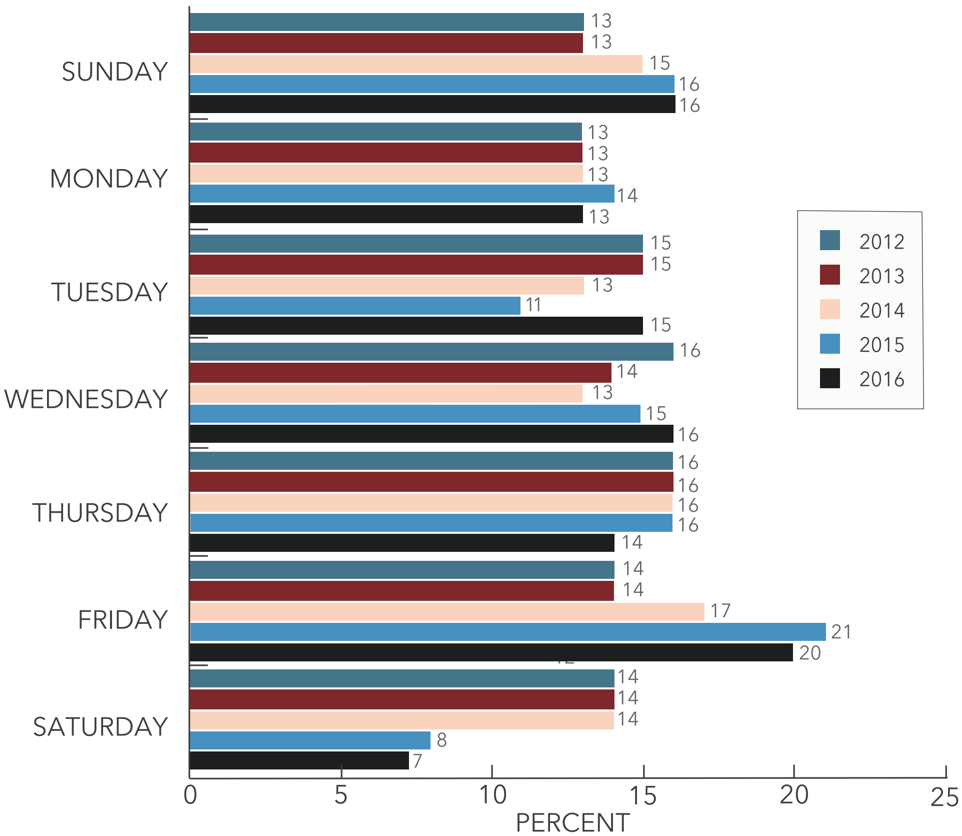


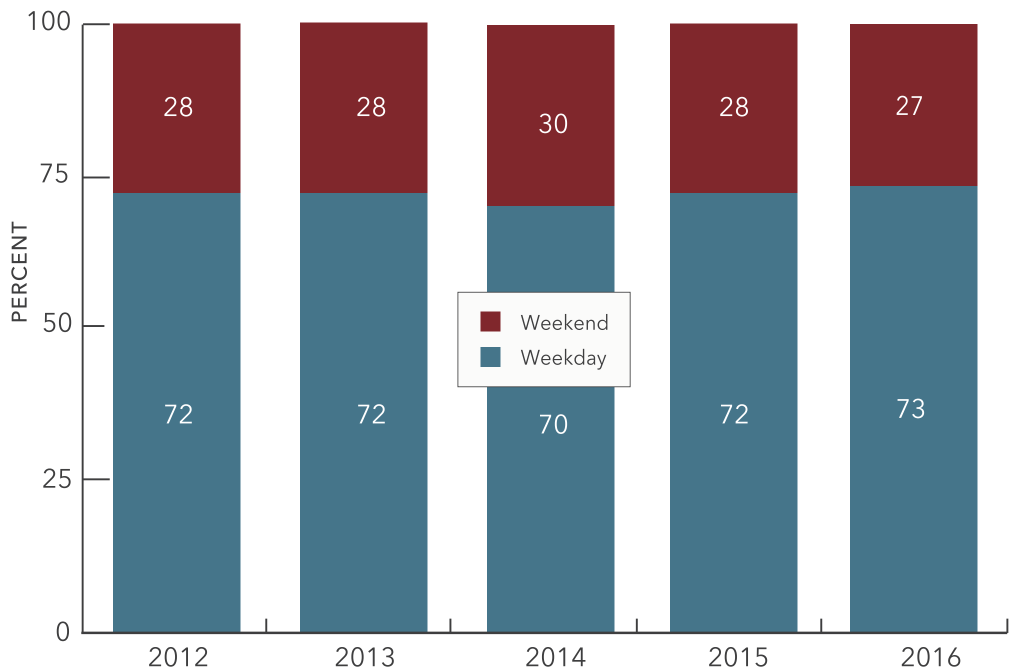
FIGURE 35
Day of Arrival



Visitors to Laughlin in 2016 were most likely to arrive on a Friday (20%), followed by a Sunday or Wednesday (both at 16%).

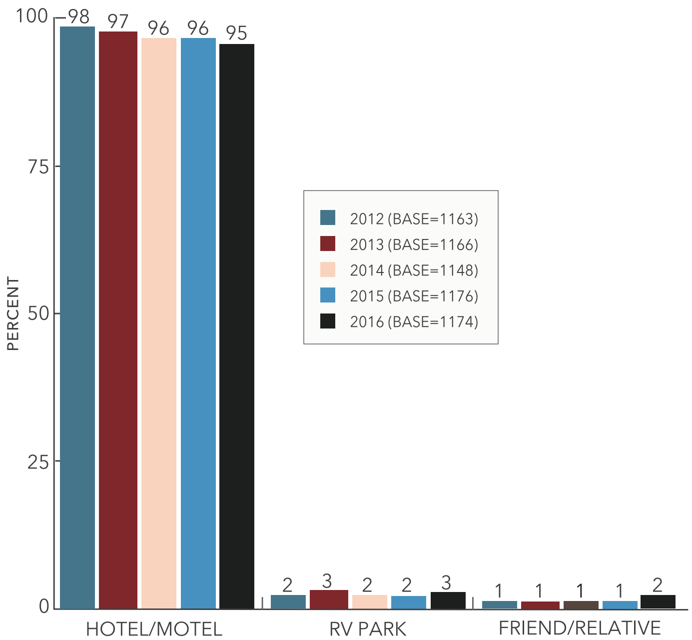
In 2016, 27% of visitors arrived in Laughlin on the weekend (Friday or Saturday), while 73% of visitors arrived on a weekday (Sunday through Thursday), not significantly different from past years.

FIGURE 36
Weekend Versus Weekday Arrival



Among Laughlin visitors who stayed overnight in 2016, 95% stayed in a hotel, down slightly from past years, while 2% stayed with friends or relatives, up slightly from past years

FIGURE 37
Type of Lodging
(Among Those Who Stayed Overnight)



In 2016, 71% of visitors booked their accommodations by calling the property directly (down from the 2012 to 2014 time period), while 22% booked on a website (up from the 2012 to 2014 time period). Another 5% booked in-person, 1% used a travel agent, and 1% said the accommodations were booked by someone else (down from 2015).

FIGURE 38
How Booked Accommodations
(Among Those Who Stayed In Hotel/Motel/RV Park)

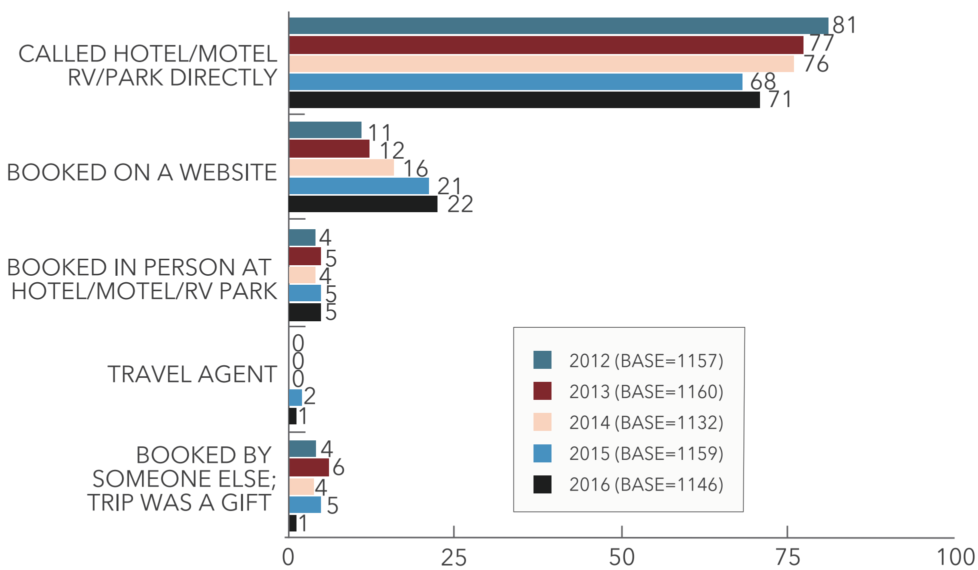
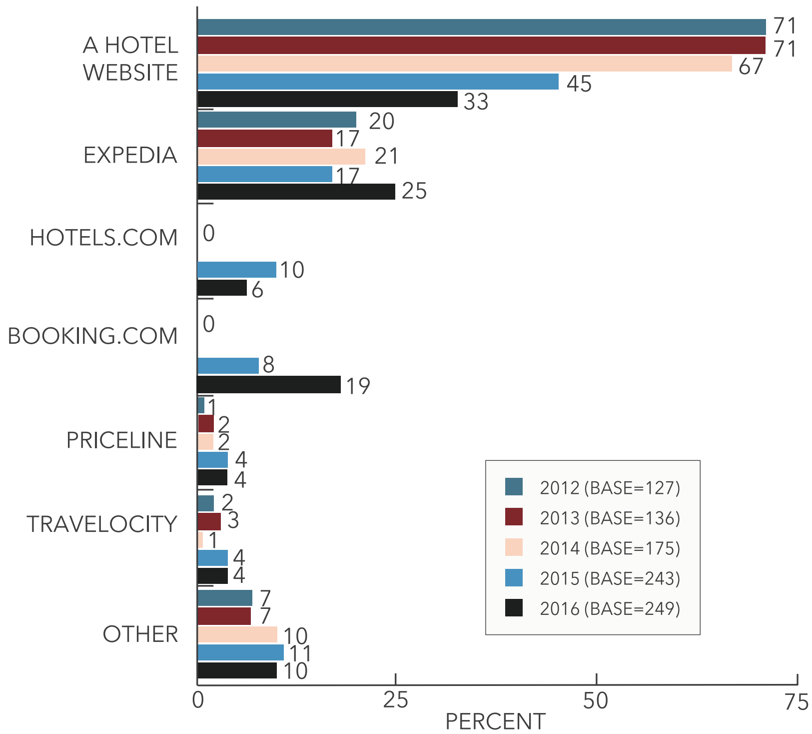


FIGURE 39
Website Used To Book Accommodations (Among Those Who Booked Online)



Laughlin visitors who booked their accommodations on a website were asked which one they used. One-third (33%) said they used a hotel website, down from past years. Twenty-five percent (25%) used Expedia and another 19% used booking.com, both up significantly from 2015. Another 6% used hotels.com, and 4% each used Priceline or Travelocity.

We asked those visitors staying in a hotel, motel or RV park how far in advance they booked their accommodations. Six percent (6%) of these visitors booked accommodations the same day they arrived in Laughlin, 17% booked one to six days in advance, 53% booked seven to 30 days in advance (down from the 2012 t 2014 time period), and 25% booked more than 30 days in advance (up from the 2012 to 2014 time period).

FIGURE 40
How Far In Advance Accommodations Were Booked (Among Those Staying In A Hotel/Motel/RV Park)

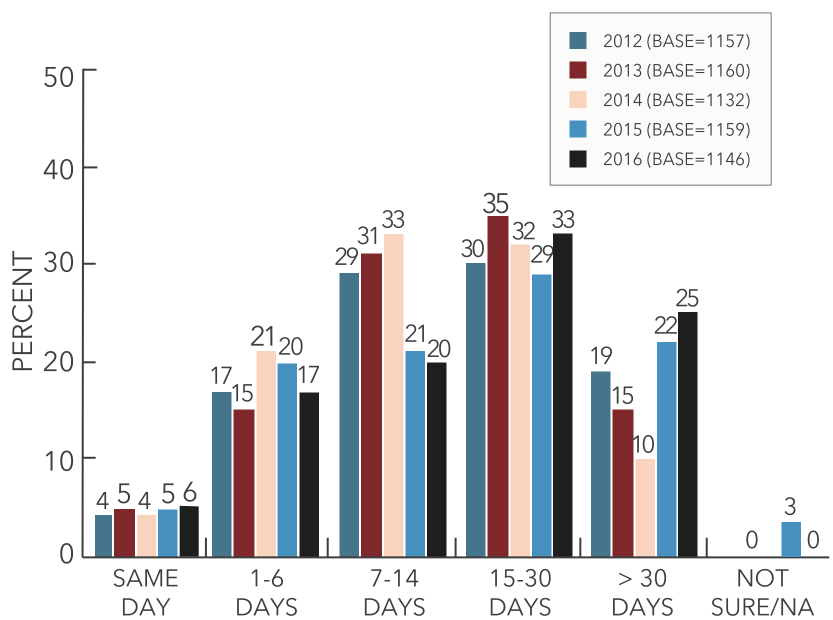
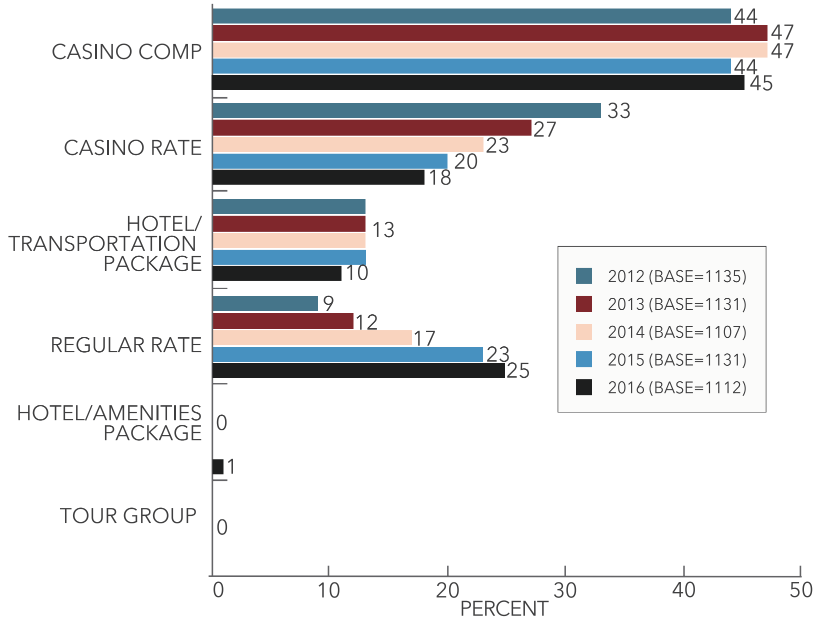
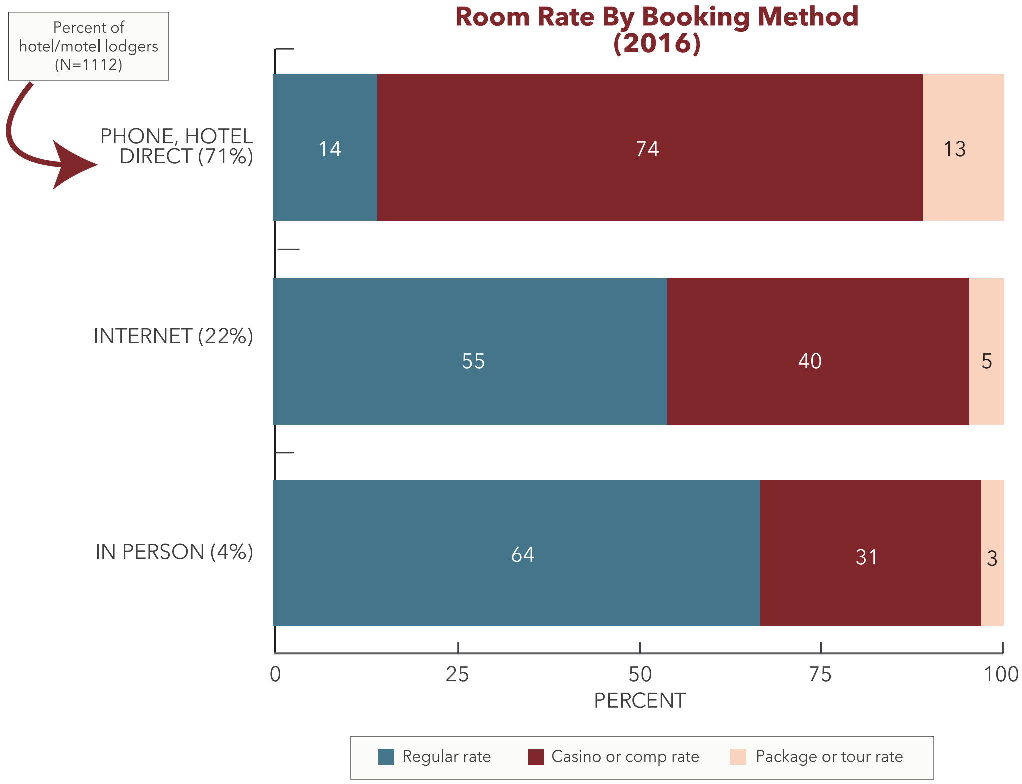


FIGURE 41
Type Of Room Rate (Among Those Staying In A Hotel Or Motel)



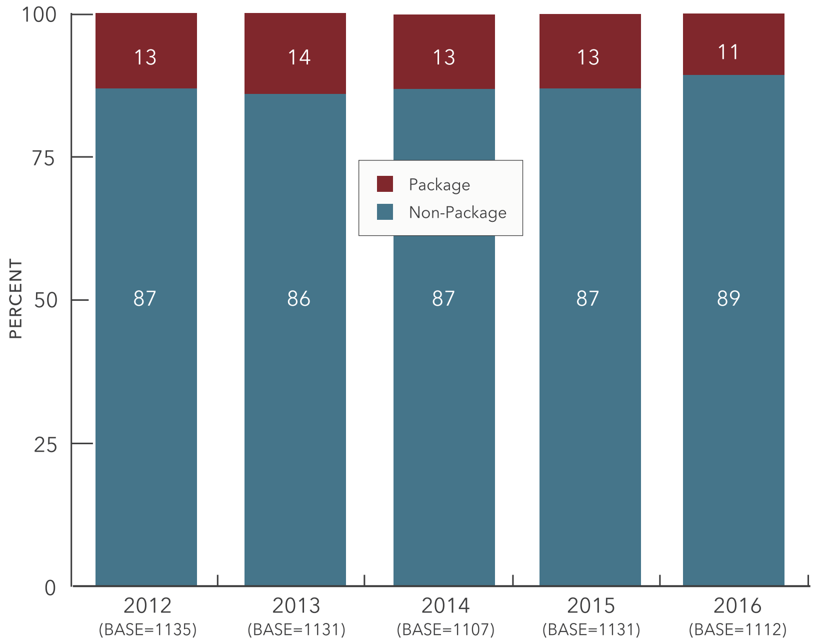
We asked those visitors staying in a hotel or motel what type of room rate they had received for their accommodations. Sixty-four percent (64%) said they received some type of casino rate – either a regular casino rate (18%) or a casino complimentary rate (45%), down from the 2012 to 2014 time period. Ten percent (10%) of these visitors received a hotel/ transportation package (down from past years), and 25% received a regular room rate (up from the 2012 to 2014 time period).

FIGURE 42
Room Rate By Booking Method (2016)



Nearly three-fourths (74%) of those people who called the property directly received a casino or comp rate, while smaller proportions received either a regular room rate (14%) or a package or tour rate (13%). Among those people who used the internet in 2016, 55% received a regular room rate, 40% received a casino or comp rate, and 5% received a package or tour rate. Nearly two-thirds (64%) of in-person bookers received a regular room rate, 31% received a casino or comp rate, and 3% received a package or tour rate.

FIGURE 43
Package Vs. Non-Package Rates (Among Those Staying In A Hotel Or Motel)



In 2016, 11% of hotel/motel lodgers received their lodging as part of a package deal (10% a hotel/transportation package and 1% a hotel/amenities package), down slightly from past years. Only one respondent reported receiving a tour or travel group package.

Visitors who purchased a hotel, airline, or travel/tour group package were asked for the cost of their package. Nearly one-half (48%) said the package cost was in excess of $150 and the average package cost was $167.47, about the same as in 2015, but down from the 2012 to 2014 time period. One-quarter (25%) of these visitors said they paid less than $50 for their package, up from past years.

FIGURE 44
Cost Of Package – Per Person (Among Those Who Bought A Package)

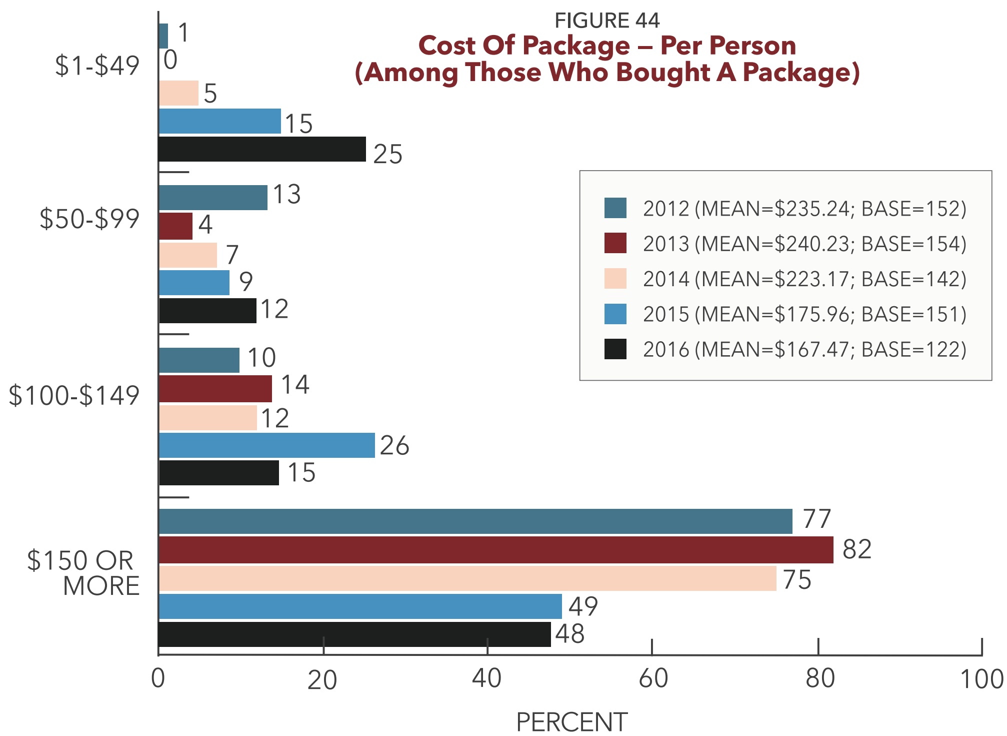
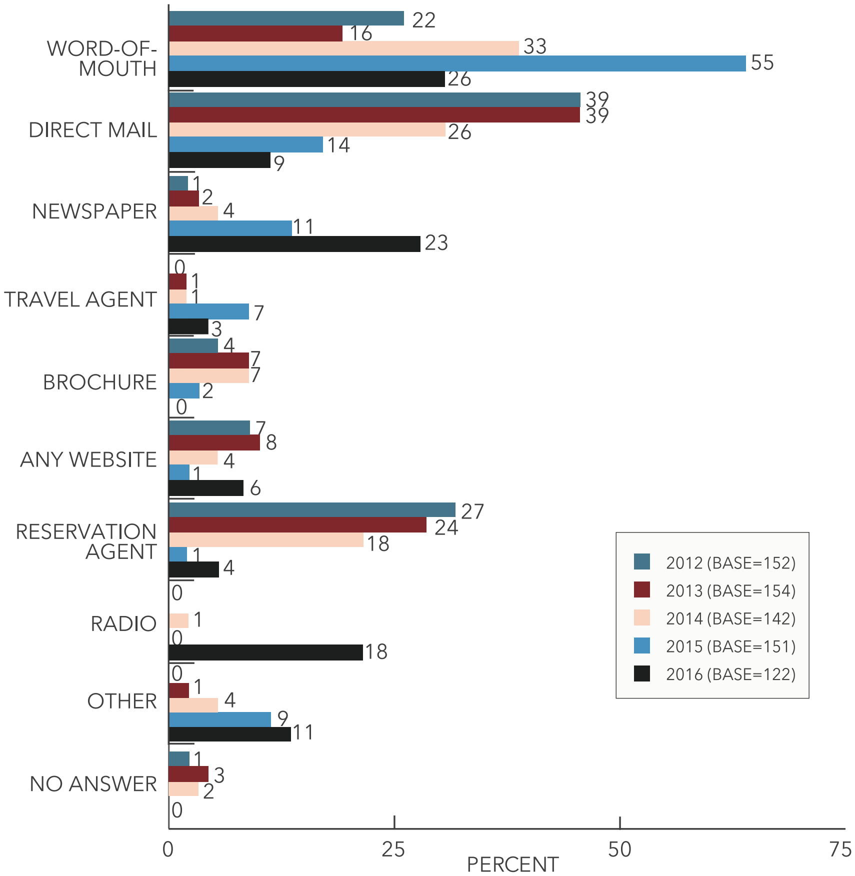


FIGURE 45
How First Learned About Package (Among Those Who Bought A Package)



About one-quarter (26%) of them said they first heard about the package through word of mouth, down from 2015 (55%), and 23% first heard about the package through the newspaper, up from prior years. Eighteen percent (18%) first heard about their package on the radio (up from prior years), 9% received an offer for their package in the mail and 6% first heard about their package from a website. Fewer package purchasers first heard about their package from a reservation agent (4%), or a travel agent (3%), and no one first heard about their package via a brochure, down from all prior years.

The average reported room cost per night among non-package hotel and motel lodgers in 2016 was $50.88, up from the 2012 to 2014 time period. Forty-three percent (43%) of these lodgers reported paying more than $50.00 per night, up slightly from both 2014 (37%) and 2015 (38%). Forty percent (40%) of these lodgers spent between $25 and $49 per night, similar to the past couple of years, and 15% said they spent less than $25 per night.

FIGURE 46
Lodging Exenditures – Average Per Night (Among Those Staying In A Hotel Or Motel/Non-Package and Non-Comp)

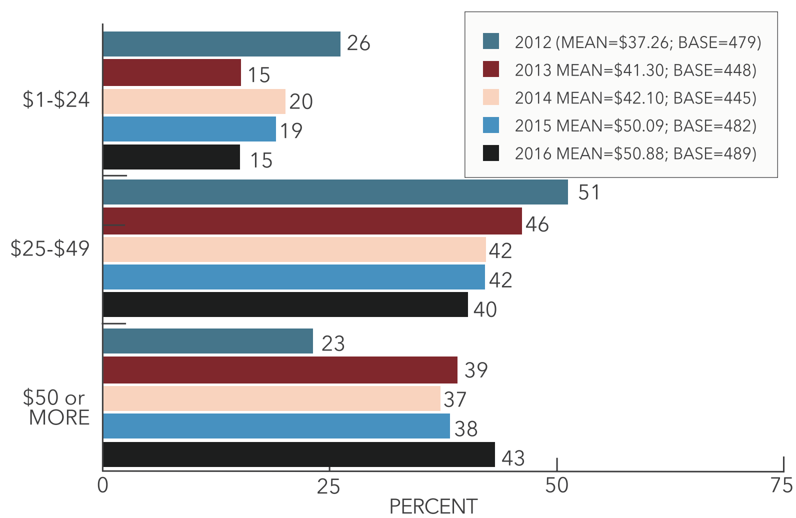
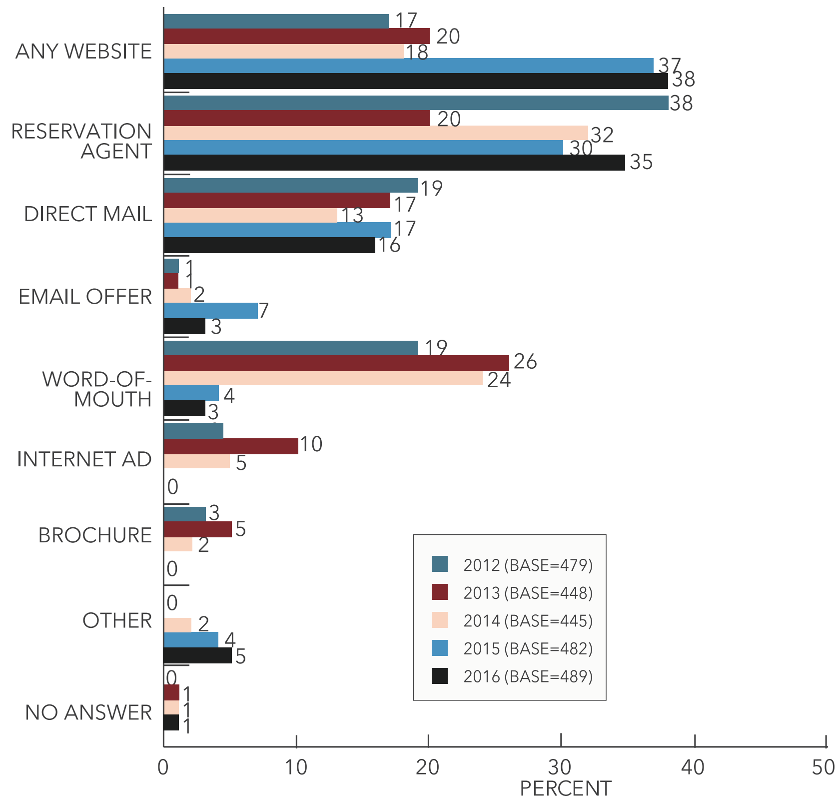


FIGURE 47
How First Learned About Room Rate (Among Those Staying In A Hotel Or Motel/Non-Package)



Non-package hotel and motel lodgers were asked how they first found out about the room rate they paid. Thirty-eight percent (38%) said they first learned about their room rate on a website (up from the 2012 to 2014 time period). Thirty-five percent (35%) said they first heard about their room rate from a reservation agent or call center, up from 2013 (20%), and 16% received an offer in the mail, similar to the past few years. Word of mouth was cited by 3% of these lodgers (down from the 2012 to 2014 time period) and another 3% cited an email offer (up from the 2012 to 2014 time period).

In 2016, over three-quarters (78%) of Laughlin hotel or motel lodging visitors said that two people stayed in their room. Thirteen percent (13%) of these lodging visitors (up from 2015) said they roomed alone and another 10% said that three or more people stayed in their room. The average number of room occupants in 2016 was 2.0, similar to past years.

FIGURE 48
Number Of Room Occupants (Among Those Staying In A Hotel Or Motel)

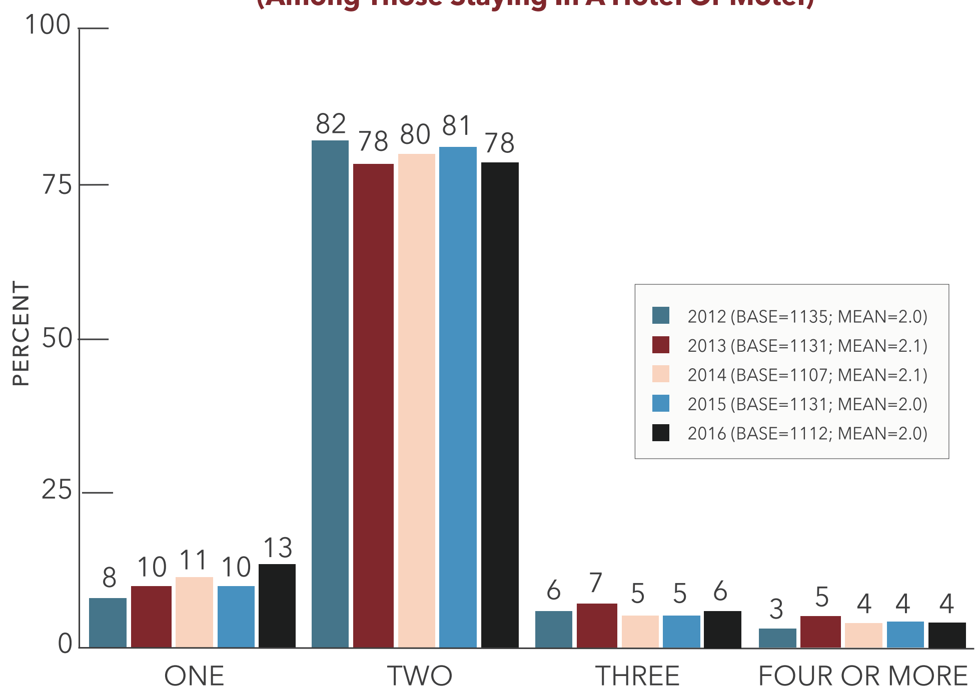
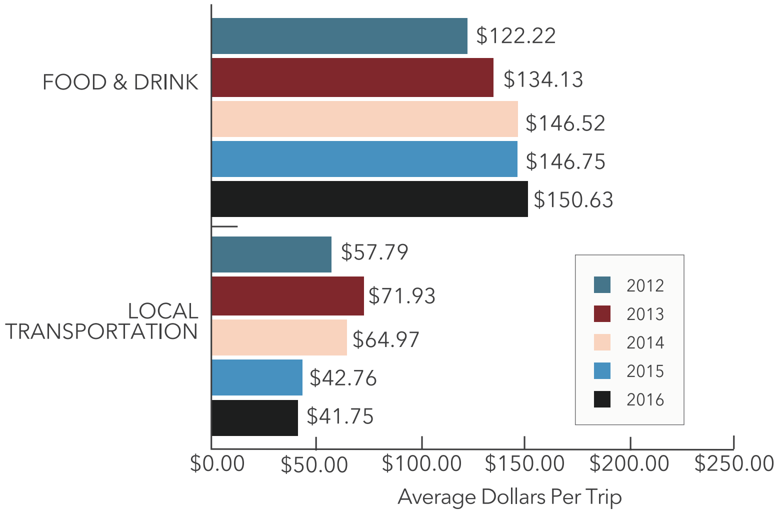


FIGURE 49
Average Trip Expenditures On Food & Drink – And Local Transportation*
(Including Visitors Who Spent Nothing In That Category)

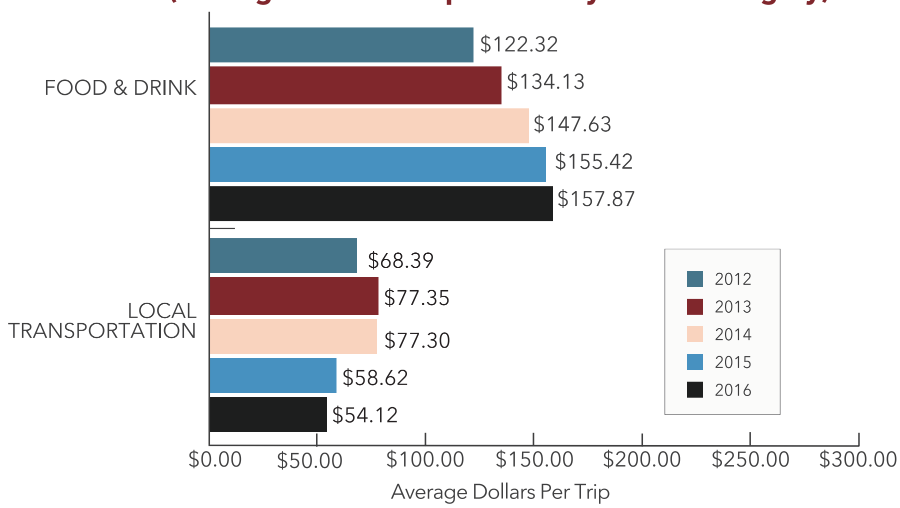


* Trip expenditures are calculated by multiplying visitors' estimated daily expenditures by the number of days they stayed in Laughlin on their most recent trip. Local transportation expenditures include spending in both Laughlin and Bullhead City

All visitors were asked about their daily expenditures on food and drink and on local transportation. In 2016, the $150.63 average spend on food and drink was similar to the past couple of years, and the $41.75 average spend on local transportation was similar to 2015, but down from the 2012 to 2014 time period.

Among visitors who indicated they spent money in these categories, average food and drink expenditures in 2016 remained similar to 2015 at $157.87, up from the 2012 to 2014 time period, while the average spent on local transportation remained similar to 2015 at $54.12, down from the 2012 to 2014 time period.

FIGURE 50
Average Trip Expenditures On Food & Drink – And Local Transportation*
(Among Those Who Spent Money In That Category)

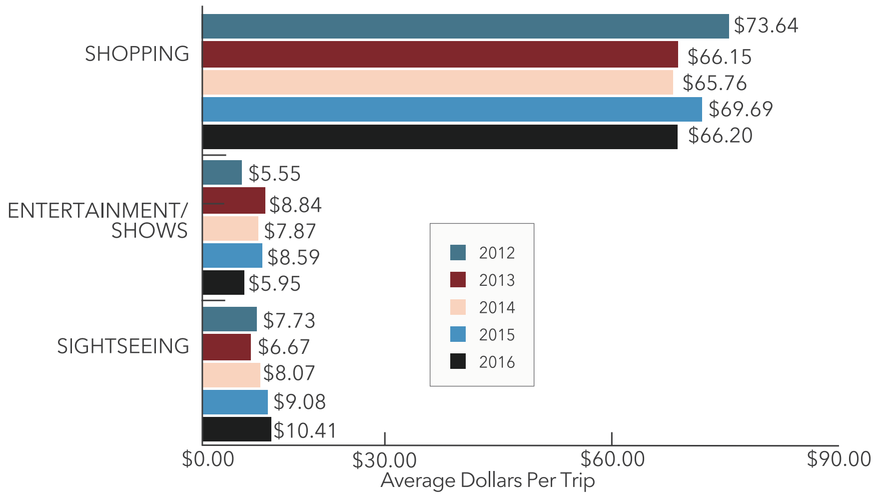


*Local transportation expenditures include spending in both Laughlin and Bullhead City.

Percentages of respondents who spent money in each category are shown in the following table:

	2012	2013	2014	2015	2016
Food and Drink Base size Proportion of total	 (1119) 100%	 (1200) 100%	 (1191) 99%	 (1133) 95%	 (1145} 96%
Local Transportation Base size Proportion of total	 (1014) 85%	 (1116) 93%	 (1009) 84%	 (876) 74%	 (926) 78%

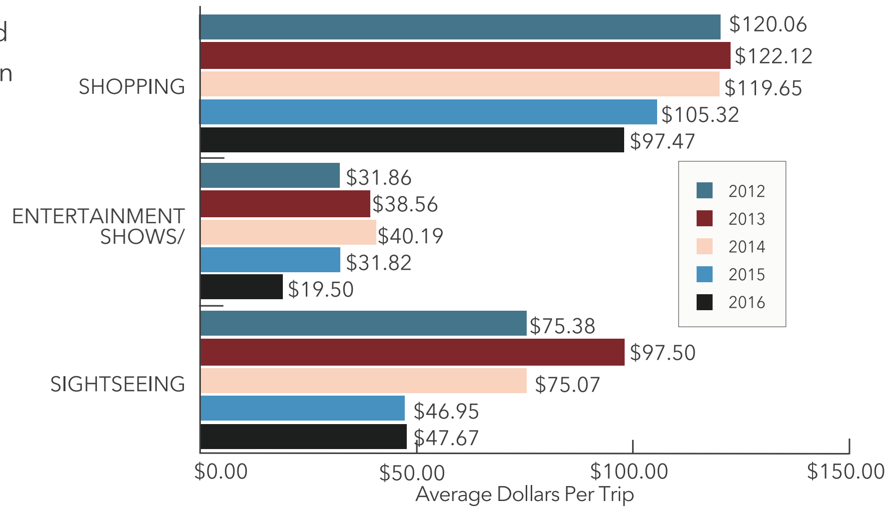
FIGURE 51
Average Trip Expenditures On Shopping, Shows, And Sightseeing (Including Visitors Who Spent Nothing In That Category)



All visitors were asked about their expenditures on shopping, shows and sightseeing during their trip to Laughlin. In 2016, the $66.20 average spent on shopping was similar to past years. The average spent on entertainment/shows in 2016 was $5.95, down from the past few years, and the $10.41 average spent on sightseeing was similar to 2015 ($9.08), but up from the 2012 to 2014 time period.

Among visitors who indicated they spent money in these categories, average shopping expenditures in 2016 remained similar to 2015 at $97.47 (down from the 2012 to 2014 time period), the $19.50 average spent on entertainment/shows was lower than in prior years, and the $47.67 average spent on sightseeing was similar to 2015 ($46.95), but down from the 2012 to 2014 time period.

FIGURE 52
Average Trip Expenditures On Shopping, Shows, And Sightseeing (Among Those Who Spent Money In That Category)



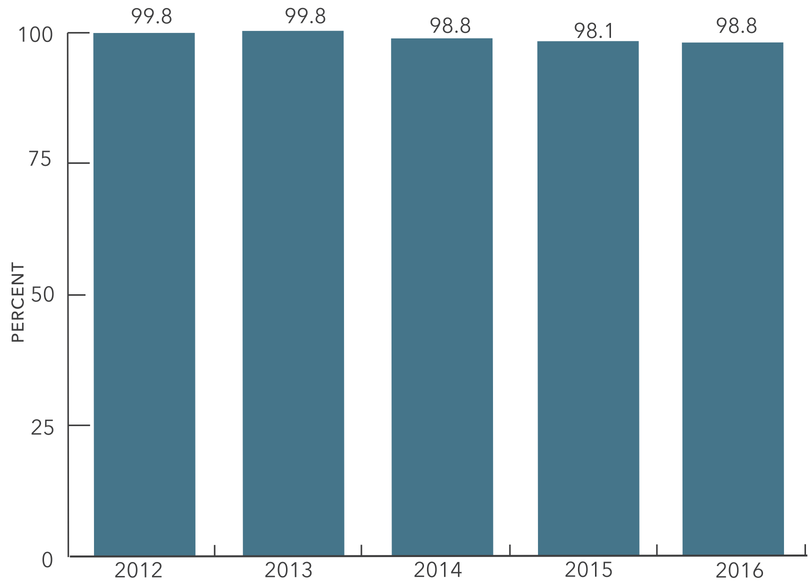
Percentages of respondents who spent money in each category are shown in the following table:

	2012	2013	2014	2015	2016
Shopping Base size Proportion of total	(736) 61%	(650) 54%	(660) 55%	(794) 67%	(815) 68%
Entertainment/Shows Base size Proportion of total	(209) 17%	(275) 17%	(235) 20%	(324) 27%	(366) 31%
Sightseeing Base size Proportion of total	(123) 10%	(83) 10%	(129) 11%	(232) 20%	(262) 22%

GAMING BEHAVIOR AND BUDGETS

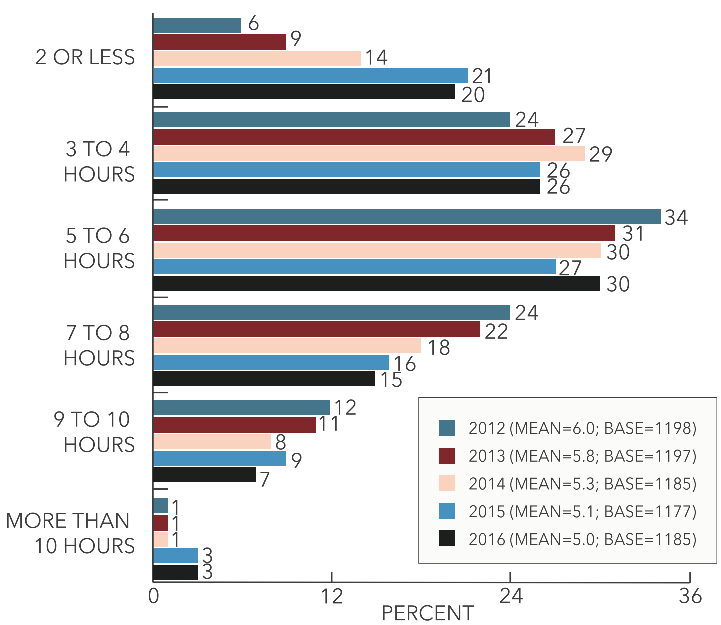
Nearly all (98.8%) Laughlin visitors in 2016 said they gambled during their visit.

FIGURE 53
Whether Gambled While In Laughlin*



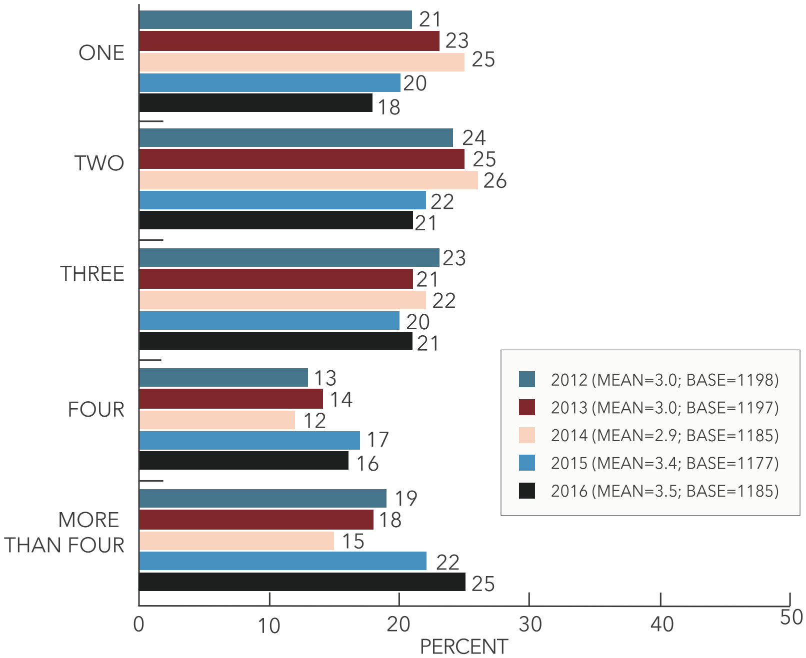
*Only "yes" responses are reported in this chart.

FIGURE 54
Hours Of Gambling – Average Per Day (Among Those Who Gambled)



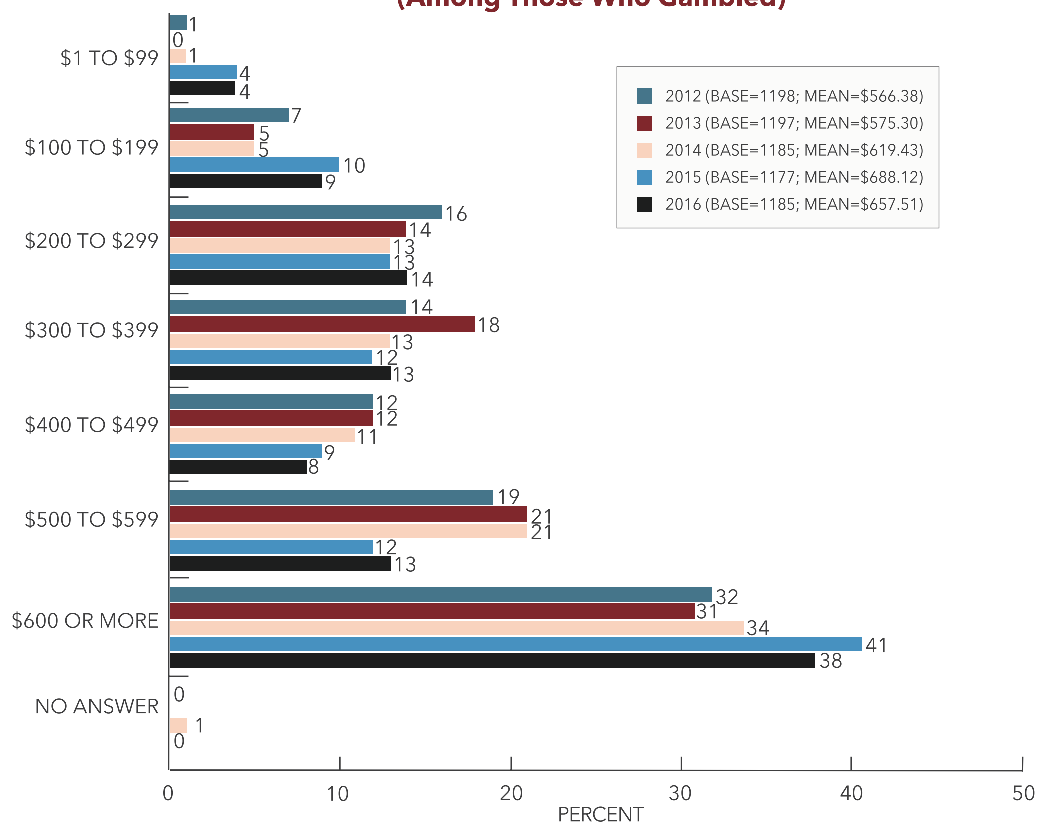
In 2016, Laughlin visitors who gambled said they spent an average of 5.0 hours doing so, about the same as in 2015 (5.1 hours), but down from the 2012 to 2014 time period. One in 5 (20%) gamblers spent two hours or less gambling, up from the 2012 to 2014 time period. The proportions of gamblers spending three to four hours (26%) and five to six hours (30%) have been similar over prior years. The proportions of gamblers spending seven to eight hours (15%) and nine to 10 hours (7%) have been similar since 2014. Three percent (3%) of gamblers spent more than 10 hours gambling during their trip, the same as in 2015, but up from 2012 to 2014 time period.

FIGURE 55
Number Of Different Casinos Gambled (Among Those Who Gambled)



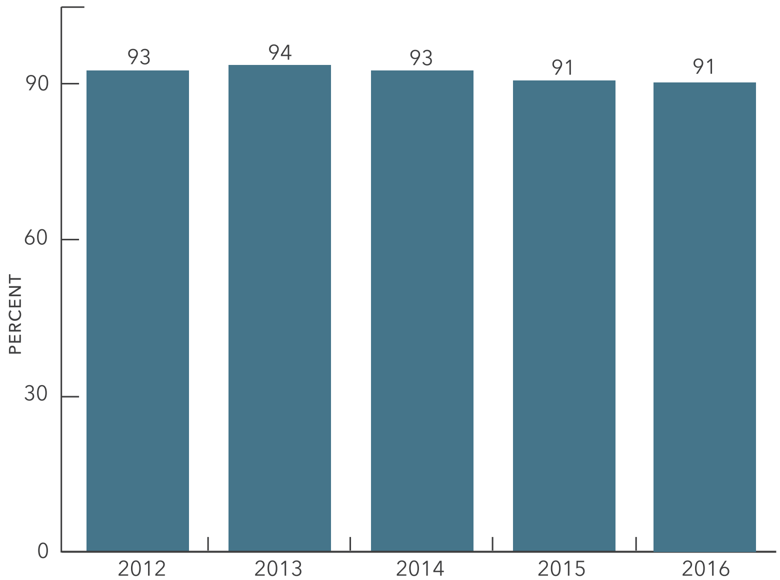
In 2016, gamblers reported gambling at an average of 3.5 casinos during their visit in Laughlin, similar to last year. Eighteen percent (18%) reported gambling at only one casino, while 21% each said they gambled at either two or three casinos, and 41% reported gambling at four or more casinos. These results are all similar to 2015 with the proportion gambling at four or more casinos up from the 2012 to 2014 time period.

FIGURE 56
Trip Gambling Budget (Among Those Who Gambled)



In 2016, the average gambling budget reported by visitors who gambled in Laughlin was $657.51, in the same range as the last couple of years and higher than in 2012 or 2013. Thirty-eight percent (38%) of gamblers budgeted $600 or more. The proportions of gamblers who budgeted less than $100 (4%) or from $100 to $199 (9%) were also up from the previous years.

FIGURE 57
Whether Member Of A Slot/Loyalty Club*



Visitors who said they gambled during their current trip to Laughlin were asked if they were a member of a slot or loyalty club at any of the Laughlin resort properties. In 2016, 91% of these gamblers said they were, the same is in 2015, but down slightly from the 2012 to 2014 time period.

All visitors to Laughlin were asked the following:

"Now that there are more places to gamble outside of Laughlin, do you feel you are more or less likely to visit Laughlin, or does it not make a difference in your decision to visit Laughlin?"

In 2016, 60% of Laughlin visitors said they were either much more likely (26%) or somewhat more likely (34%) to visit Laughlin, up from all prior years. Just over one-third (36%) of them said it would make no difference in their decision to visit Laughlin.

FIGURE 58
Likelihood Of Visiting Laughlin With More Places To Gamble Outside Laughlin

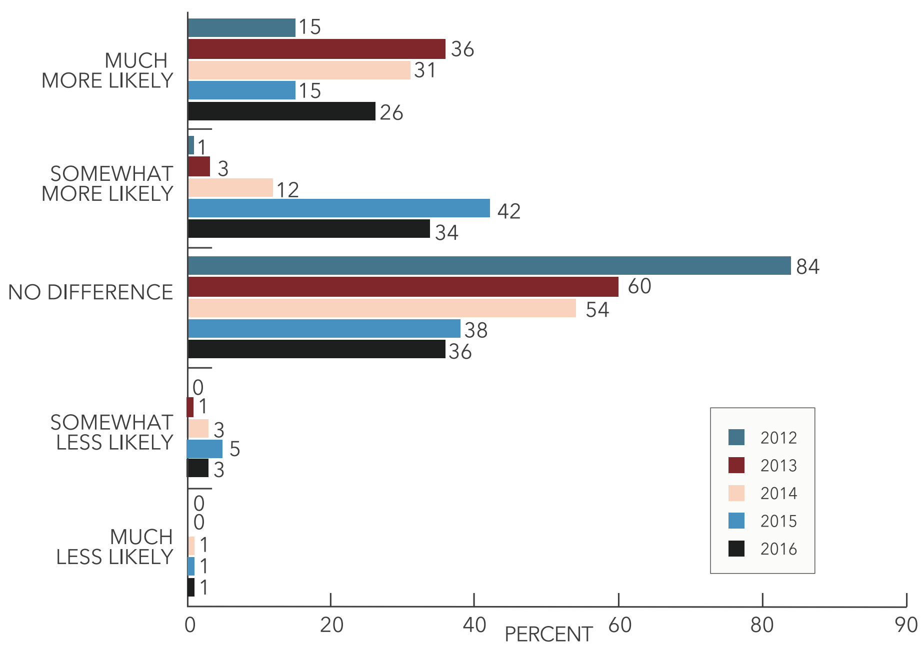
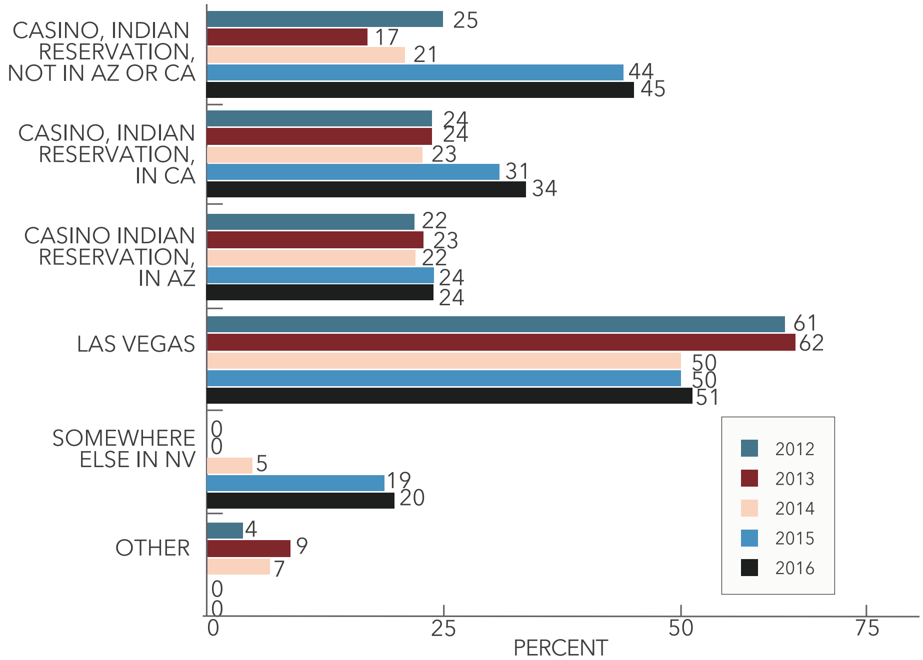


FIGURE 59
Where Visitors Gambled Outside Laughlin*
(Among All Visitors)



* Multiple responses were permitted to this question.

All visitors were asked about any gambling they had done in specific locations outside of Laughlin within the past 12 months. Thirty-four percent (34%) of Laughlin visitors said they gambled at a casino on an Indian reservation in California, 45% said they gambled at a casino on an Indian reservation not in Arizona or California, and 20% said they gambled somewhere else in Nevada. About one in four (24%) Laughlin visitors said they gambled at a casino or Indian reservation in Arizona, about the same as prior years, and about one-half (51%) said they gambled in Las Vegas, down from 2012 and 2013.

ATTITUDINAL INFORMATION

In 2016, 99% of Laughlin visitors said they were either "very satisfied" or satisfied with their visit to Laughlin, up from 2015, but similar to 2012 to 2014 time period.

FIGURE 60
Satisfaction With Visit

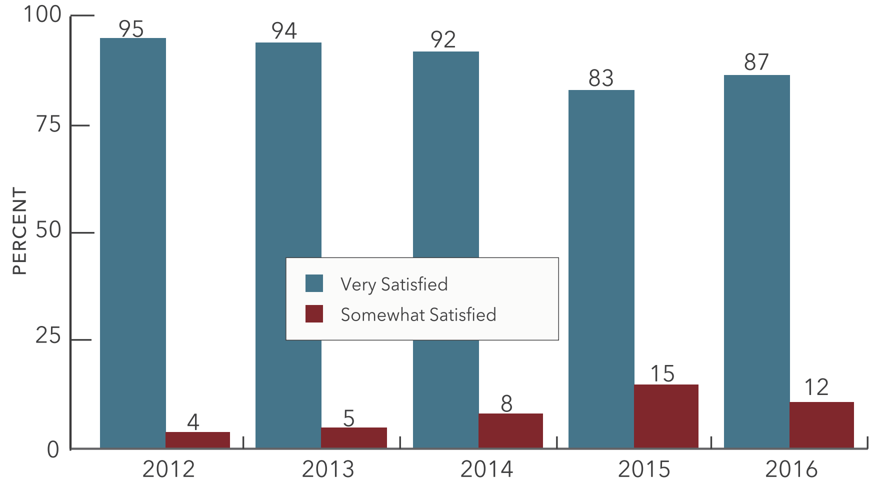
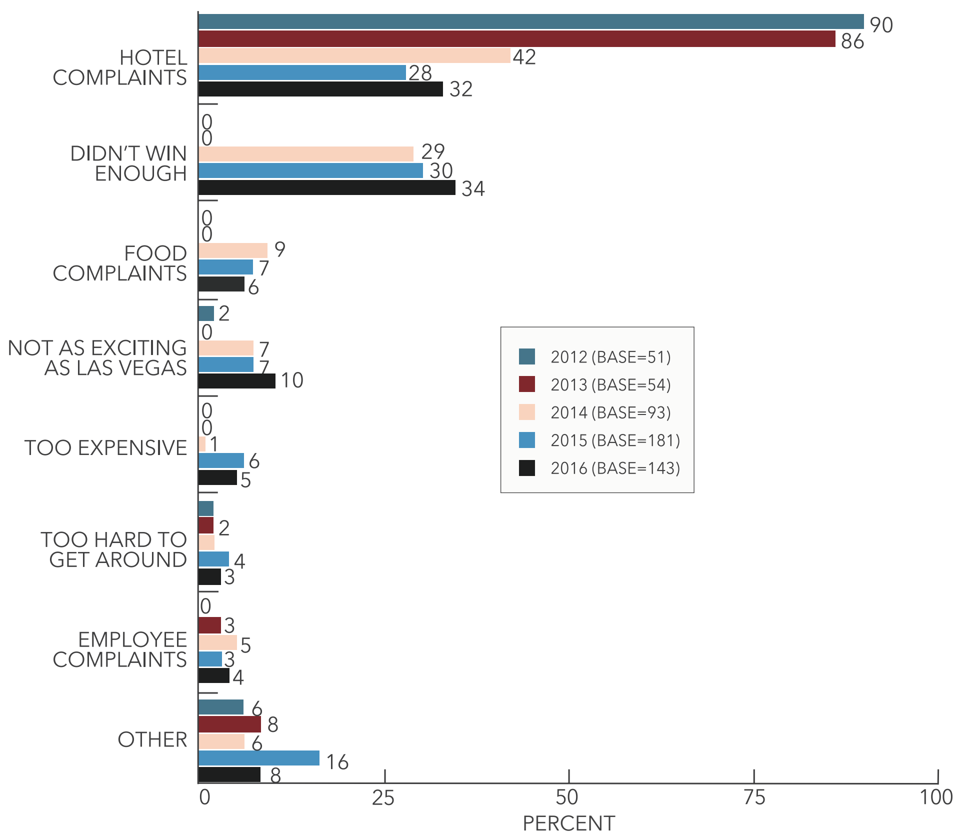


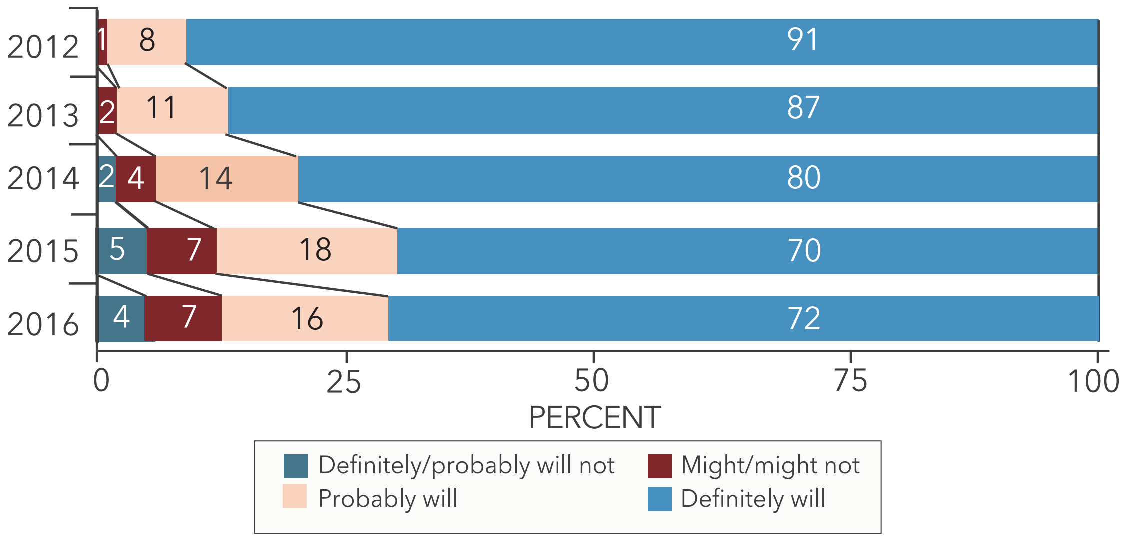
FIGURE 61
Why Not "Very" Satisfied With Visit (Among Those Who Were "Somewhat" Satisfied)



Those visitors who were "somewhat satisfied" with their visit were asked why they were not "very satisfied." About one-third of these visitors had hotel-related complaints (32%), down from 2012 and 2013, or said they didn't win enough (34%), up from 2012 and 2013. Ten percent (10%) of these visitors said Laughlin was not as exciting as Las Vegas, up from 2012 and 2013.

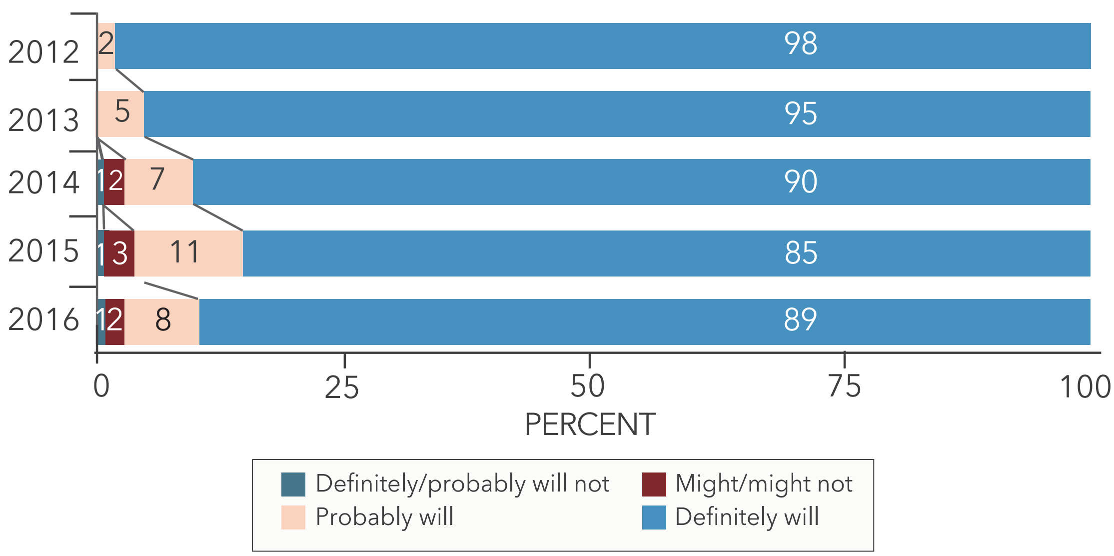
Visitors were asked how likely they are to return to Laughlin next year. In 2016, 72% said they definitely will return, about the same as in 2015 (70%), but down from the 2012 to 2014 time period. Sixteen percent (16%) said they probably will return, similar to the past couple of years, but up from 2012 and 2013.

FIGURE 62
Likelihood of Returning To Laughlin Next Year



Visitors were also asked how likely they are to recommend Laughlin to others. In 2016, 89% said they definitely will recommend Laughlin to others and another 8% said they probably will, similar to past years.

FIGURE 63
Likelihood of Recommending Laughlin To Others



VISITOR DEMOGRAPHICS

As shown in Figures 64 and 65, in 2016, Laughlin visitors were most likely to be married (67%, down from prior years), and from California (37%) or Arizona (20%). Six percent (6%) were foreign visitors and about one-half (46%) of all visitors were 65 years old or older, with an average age of 59.4 years old, down from 61.2 in 2015. Visitors were more likely to be retired (56%), than employed (37%). About one-third (32%) of Laughlin visitors were high school graduates or less, down from prior years, while 64% had at least some college. One-half (50%) of Laughlin visitors had an annual household income of less than $60,000, similar to the past year, while over one-quarter (27%) had an annual household income in excess of $80,000, up from the 2012 to 2014 time period.

FIGURE 64

VISITOR DEMOGRAPHICS

	2012	2013	2014	2015	2016
GENDER					
Male	50%	51%	51%	50%	49%
Female	50	49	49	50	51
MARITAL STATUS					
Married	75	72	72	73	67
Single	14	16	15	13	17
Separated/Divorced	3	4	6	7	7
Widowed	7	8	7	7	9
EMPLOYMENT					
Employed	30	34	33	33	37
Unemployed	1	1	1	3	3
Student	0	0	0	1	1
Retired	67	62	61	60	56
Homemaker	1	2	5	4	3
EDUCATION					
High school or less	42	38	38	38	32
Some college	28	29	32	32	33
College graduate	31	32	30	27	31
Trade/vocational school	0	1	0	3	3
AGE					
21 to 29	2	2	3	3	5
30 to 39	5	7	6	7	8
40 to 49	9	17	16	9	11
50 to 59	18	25	21	18	17
60 to 64	13	16	14	15	13
65 or older	54	34	40	49	46
MEAN	63.1	57.9	59.1	61.2	59.4
BASE	**(1200)**	**(1200)**	**(1200)**	**(1200)**	**(1200)**

FIGURE 65

VISITOR DEMOGRAPHICS (CONTINUED)

	2012	2013	2014	2015	2016
ETHNICITY					
White	84%	82%	84%	79%	78%
African-American/Black	3	3	3	3	3
Asian/Asian-American	2	1	2	2	2
Hispanic/Latino	11	13	11	16	15
Other	0	0	0	1	2
HOUSEHOLD INCOME					
Less than $20,000	3	1	2	4	4
$20,000 to $39,999	12	10	13	18	18
$40,000 to $59,999	32	41	39	26	28
$60,000 to $79,999	30	33	25	23	21
$80,000 or more	23	15	20	27	27
Not sure/no answer	0	0	1	2	2
VISITOR ORIGIN					
USA	*92*	*95*	*95*	*94*	95
Eastern states[1]	1	2	2	2	1
Southern states[2]	5	4	5	5	4
Midwestern states[3]	12	13	14	17	17
Western states[4]	*74*	*76*	*75*	*70*	73
California	*33*	*35*	*34*	*35*	37
Southern California	31	33	32	34	35
Northern California	2	2	2	1	2
Arizona	25	25	26	20	20
Great Las Vegas	3	2	2	4	5
Other West	13	14	12	11	11
Foreign	*8*	*5*	*5*	*6*	6
BASE	**(1200)**	**(1200)**	**(1200)**	**(1200)**	**(1200)**

[1]Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont.

[2]Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia.

[3]Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.

[4]Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada (excluding Clark County), New Mexico, Oregon, Utah, Washington and Wyoming.

Summary Tables of Visitor Characteristics

APPENDIX

SUMMARY TABLE OF REASONS FOR VISITING AND VISITATION FREQUENCY

	2012	2013	2014	2015	2016
Proportion of visitors who were first-time visitors	13%	15%	13%	10%	9%
Proportion of first-time visitors whose primary purpose for current trip was vacation or pleasure	75%	49%	58%	60%	52%
Proportion of first-time visitors whose primary purpose for current trip was to gamble	7%	6%	9%	16%	9%
Proportion of repeat visitors whose primary purpose for current trip was vacation or pleasure	73%	43%	37%	44%	49%
Proportion of repeat visitors whose primary purpose for current trip was to gamble	20%	34%	41%	32%	27%
Average number of visits in past five years (all visitors)	10.5	10.2	10.1	9.5	9.9
Average number of visits in past five years (repeat visitors)	11.9	11.9	11.5	10.5	10.8
Average number of visits in past year (all visitors)	2.9	2.9	2.8	2.3	2.5
Average number of visits in past year (repeat visitors)	3.2	3.2	3.0	2.5	2.6

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2012	2013	2014	2015	2016
Proportion of visitors who traveled to Laughlin by ground transportation (automobile/bus/truck/RV)	88%	88%	88%	85%	87%
Proportion of visitors who traveled to Laughlin by air	12%	12%	12%	15%	13%
Proportion of visitors who traveled to Laughlin from their permanent residence	98%	94%	88%	89%	89%
Proportion of visitors who decided where to stay in Laughlin before arrival	97%	96%	97%	97%	99%
Proportion of visitors who decided where to gamble in Laughlin before arrival	93%	96%	91%	68%	69%
Proportion of visitors who decided which shows to see in Laughlin before arrival	35%	48%	49%	45%	46%
Proportion of visitors who used the assistance of a travel agent in planning their trip to Laughlin	0%	0.1%	0.3%	3%	1.5%
Proportion of visitors who used the Internet in planning their trip to Laughlin	11%	16%	18%	26%	26%
Proportion of visitors who have visited Las Vegas in the past five years	67%	65%	65%	79%	79%
Proportion of visitors who visited Las Vegas on their current trip to Laughlin	14%	13%	13%	14%	14%
Proportion of visitors who toured nearby places	10%	7%	12%	22%	25%

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2012	2013	2014	2015	2016
Average number of adults in immediate party	2.0	2.0	2.0	2.2	2.1
Proportion of visitors with persons under 21 in their immediate party	3%	5%	4%	5%	6%
Proportion of visitors who stayed overnight	97%	97%	96%	98%	98%
Days stayed (average)	4.3	4.4	4.5	4.4	4.3
Nights stayed (average)	3.3	3.4	3.5	3.4	3.3
Proportion of visitors who stayed in a hotel or motel room (among those who stayed overnight)	98%	97%	96%	96%	95%
Number of room occupants (average)	2.0	2.1	2.0	2.0	2.0
Lodging expenditures (average per night – non-package)	$37.26	$41.30	$42.10	$50.09	$50.88
Proportion of visitors who bought a package or travel group trip	13%	14%	13%	13%	11%
Average cost of package per person (among package/tour group visitors)	$235.24	$240.23	$223.17	$175.96	$167.47
Average trip expenditures for food and drink	$122.22	$134.13	$146.52	$146.75	$150.63
Average trip expenditures for local transport	$57.79	$71.93	$64.97	$42.76	$41.75
Average trip expenditures for shopping	$73.64	$66.15	$65.76	$69.69	$66.20
Average trip expenditures for shows	$5.55	$8.84	$7.87	$8.59	$5.95
Average trip expenditures for sightseeing	$7.73	$6.67	$8.07	$9.08	$10.41

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2012	2013	2014	2015	2016
Proportion who gambled while visiting Laughlin	99.8%	99.8%	98.8%	98.1%	99%
Average trip gambling budget (among those who gambled)	$566.38	$575.30	$619.43	$688.12	$657.51
Average hours per day spent gambling (among those who gambled)	6.0	5.8	5.3	5.1	5.0
Average number of different casinos gambled (among those who gambled)	3.0	3.0	2.9	3.4	3.5
Member of slot/loyalty club	93%	94%	93%	91%	91%

SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2012	2013	2014	2015	2016
Proportion who were "very satisfied" with their current trip to Laughlin	95%	94%	92%	83%	87%
Proportion of visitor who "definitely will" return to Laughlin in the next year	91%	87%	81%	70%	72%
Proportion of visitors who "definitely will" recommend Laughlin to others	98%	95%	90%	85%	89%

SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS

	2012	2013	2014	2015	2016
Proportion of visitors who were married	75%	72%	72%	73%	67%
Proportion of visitors who were from Southern California	31%	33%	32%	34%	35%
Proportion of visitors who were foreign	8%	5%	5%	6%	6%
Proportion of visitors who were 50 years old or older	84%	74%	75%	82%	76%
Proportion of visitors 65 years old or older	54%	34%	40%	49%	46%
Average age	63.1	57.9	59.1	61.2	59.4
Proportion of visitors who were retired	67%	62%	61%	60%	56%
Proportion of visitors who were employed	30%	34%	33%	33%	37%
Proportion of visitors with a high school diploma or less	42%	38%	38%	38%	32%
Proportion of visitors with a household income less than $60,000	47%	52%	54%	48%	50%

Aggregate Results for Calendar Year 2016

APPENDIX

GLS RESEARCH AGGREGATE RESULTS	LAUGHLIN VISITOR PROFILE STUDY	PROJECT #216302 CALENDAR YEAR 2016

RESPONDENT ID# ____ ____ ____ ____

INTERVIEW DATE: ___ ___/___ ___/___ ___

INTERVIEW LOCATION CODE ____ ____ ____ ____

TIME STARTED (USE 24-HOUR CLOCK)

____ ____:____ ____

TIME ENDED (USE 24-HOUR CLOCK)

____ ____:____ ____

INTERVIEW LENGTH ____ ____ MIN.

INTERVIEWER ID # ___ ___

RESPONDENT GENDER (BY OBSERVATION)

MALE........................... 49%

FEMALE...................... 51

Hello. I'm ________________ from GLS Research, a national marketing research firm. We are conducting a survey of visitors for the Laughlin Visitors Bureau. All answers are kept strictly confidential.

1. Are you a visitor to the Laughlin/Bullhead City area, or are you a resident of the Laughlin/ Bullhead City area?

VISITOR	**ASK Q2**
RESIDENT .... NOT SURE/DK......... REFUSED/NA	**TERMINATE**

2. We are supposed to interview people who are 21 years old or older. Are you 21 years old or older?

YES	**ASK Q3**
NO .... NOT SURE/DK......... REFUSED/NA	**TERMINATE**

3. Will you be leaving Laughlin within the next 24 hours?

YES	**ASK Q4**
NO .... NOT SURE/DK......... REFUSED/NA	**TERMINATE**

4. Is this your first visit to Laughlin, or have you visited before?

FIRST VISIT 9%	**SKIP TO Q9 ON PAGE 3**
VISITED BEFORE.91 NOT SURE/DK........0 REFUSED/NA 0	**ASK Q5**

GLS RESEARCH	2016 LAUGHLIN VISITOR PROFILE STUDY (#216302) AGGREGATE RESULTS	PAGE 2

5. Including this trip, how many times have you visited Laughlin in the *past 5 years*? **(RECORD NUMBER BELOW AS 2 DIGITS. IF RESPONDENT SAYS "1," CONFIRM THAT THIS IS NOT THE RESPONDENT'S FIRST VISIT.)**

9.9 MEAN (ALL VISITORS)
10.8 MEAN (REPEAT VISITORS) (N=1089)

6. Including this trip, how many times have you visited Laughlin in the *past 12 months*? **(RECORD NUMBER BELOW AS 2 DIGITS.)**

2.5 MEAN (ALL VISITORS)
2.6 MEAN (REPEAT VISITORS) (N=1079)

7. Have you visited Laughlin in the past to attend a special event such as River Days, a rodeo, a car or motorcycle rally, or an outdoor concert?

(N=1089)

YES 38%

NO 62

NOT SURE/DK..................0

REFUSED/NA 0

8. Thinking back to your *FIRST trip to Laughlin*, what was your primary reason for visiting? **(ASK AS OPEN END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)** (N=1089)

TO ATTEND OR WORK AT A CONVENTION/TRADE SHOW 0%

TO ATTEND A CORPORATE MEETING 0

VACATION/PLEASURE 29

TO GAMBLE................................. 33

VISIT FRIENDS/RELATIVES 20

TO ATTEND A SPECIAL EVENT (E.G., DESERT CHALLENGE, A RODEO, A CAR OR MOTORCYCLE RALLY, OR AN OUTDOOR CONCERT)...................................... 4

TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT 0

OTHER BUSINESS PURPOSES.... 2

WATER-BASED RECREATION...... 8

JUST PASSING THROUGH 5

OTHER 0

NOT SURE/DK................................ 0

REFUSED/NA 0

9. **(ASK OF ALL RESPONDENTS.)** What was the *primary purpose* of *THIS* trip to Laughlin? **(ASK AS OPEN END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)**

TO ATTEND OR WORK AT A CONVENTION/TRADE SHOW 0%
VACATION/PLEASURE 50
TO GAMBLE.................................. 26
VISIT FRIENDS/RELATIVES 14
TO ATTEND A SPECIAL EVENT (E.G., A RODEO, A CAR OR MOTORCYCLE RALLY, OR AN OUTDOOR CONCERT) 3
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT 1
OTHER BUSINESS PURPOSES.... 1
WATER-BASED RECREATION...... 2
JUST PASSING THROUGH 3
SOME OTHER REASON 0
NOT SURE/DK................................ 0
REFUSED/NA 0

10. Did you (or will you) participate in a gaming tournament (for example a video poker, slot machine, blackjack, or poker tournament)?

YES 11%
NO 89
NOT SURE/DK.................................. 0
REFUSED/NA 0

11. Did you travel to Laughlin by... **(READ LIST. ACCEPT ONLY ONE RESPONSE.)**

Air 13%
Bus
(IF "YES" ASK, "Do you mean...":)
Regularly scheduled bus service like Greyhound 0
Or a chartered or escorted bus service or bus tour 4
Truck.....................................14
Automobile 65
Motorcycle 1
Recreational Vehicle (RV) 4
REFUSED/NA 0

12. How far in advance did you plan this trip to Laughlin? **(ASK AS OPEN END.)**

SAME DAY 2%
1-3 DAYS BEFORE............................ 9
4-6 DAYS BEFORE............................ 5
7-14 DAYS BEFORE........................ 16
15-30 DAYS BEFORE...................... 28
31-60 DAYS BEFORE...................... 17
61-90 DAYS BEFORE........................ 5
MORE THAN 90 DAYS BEFORE 18
NOT SURE/DK................................... 0
REFUSED/NA 0

13. Did a travel agency assist you in planning your trip?

YES 2%	**SKIP TO Q15**
NO 98	**ASK Q14**
NOT SURE/DK.....0 REFUSED/NA 0	**SKIP TO Q16**

14. What is the MAIN reason you did not use a travel agent to help you plan your trip? (N=1180)

GOT INVITE FROM HOTEL/CASINO ... 28%
USED THE INTERNET......................... 19
DRIVING/DON'T NEED ASSISTANCE ... 5
USED PROPERTY'S AIR PROGRAM .. 12
CALLED 800#....................................... 14
PREFER TO MAKE OWN PLANS 3
BUSINESS/COMPANY MADE PLANS ... 4
GOT A COMP/FREE ROOM 7
DAY TRIP/STAYING WITH FRIENDS/ RELATIVES.. 3
ANOTHER PERSON MADE PLANS....... 2
ALL OTHER MENTIONS........................ 3

AFTER ASKING Q14, SKIP TO Q16

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

(ASK ONLY OF THOSE WHO SAID "YES" IN Q13:)

15. Did the travel agent... **(READ LIST)**
(N=18)

	YES	NO	DON'T KNOW	RE-FUSED
Influence your decision to visit Laughlin?....................	33%	67%	0%	0%
Influence your choice of accommodations?	94	6	0	0
"Book" your accommodations?..................................	89	11	0	0
"Book" your transportation?.......................................	94	6	0	0

16. Did you use the Internet in planning your trip?

YES 26%	**ASK Q17**
NO .... 74 NOT SURE/DK...... 0 REFUSED/NA 0	**SKIP TO Q19**

17. **(ASK OF RESPONDENTS WHO SAID "YES" IN Q16:)**
Did you use the Internet to... **(READ LIST)**
(N=313)

	YES	NO	DON'T KNOW	RE-FUSED
"Book" your accommodations?..................................	50%	50%	0%	0%
"Book" your transportation?.......................................	17	83	0	0

18. Did you find information on the Internet that... **(READ LIST)**
(N=313)

	YES	NO	DON'T KNOW	RE-FUSED
Influenced your decision to visit Laughlin?..................	23%	77%	0%	0%
Influenced your choice of accommodations?	88	12	0	0

2016 LAUGHLIN VISITOR PROFILE STUDY (#216302)
GLS RESEARCH AGGREGATE RESULTS PAGE 5

19. At what point in your planning did you decide... **(READ LIST *AND FIRST 3 RESPONSE CODES*)**

DO *NOT* READ THESE RESPONSE CODES (applies to the last three columns)

AMONG ALL RESPONDENTS:	Before Leaving Home	While En Route To Laughlin	After Arrival	DOES NOT APPLY	DON'T KNOW	RE-FUSED
a. Where you would stay?..........	95%	1%	2%	2%	0%	0%
b. Where you would gamble?	68	0	30	1	0	0
c. Which shows you would see? .	5	0	6	89	0	0

AMONG THOSE TO WHOM THE QUESTION APPLIES:	Before Leaving Home	While En Route To Laughlin	After Arrival	DK/NA	
a. Where you would stay?..........	97%	1%	2%	0%	(N=1174)
b. Where you would gamble?	69	0	31	0	(N=1185)
c. Which shows you would see? .	46	0	54	0	(N=136)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ ★ ★ ★

20. Did you travel to Laughlin directly from your permanent (primary) residence or from another location?

FROM PERMANENT RESIDENCE..................89%	**SKIP TO Q23**
FROM ANOTHER LOCATION 11	**ASK Q21**
NOT SURE/DK....................0 REFUSED/NA 0	**SKIP TO Q23**

21. Where are you traveling from? **(PROBE FOR LOCATION IMMEDIATELY PRIOR TO LAUGHLIN VISIT.)** (N=131)

LAS VEGAS 58%	**ASK Q22**
ARIZONA ....22 CALIFORNIA......................13 OTHER................................7 NOT SURE/DK.....................0 REFUSED/NA 0	**SKIP TO Q23**

22. Did you travel to Las Vegas by... **(READ LIST. ACCEPT ONLY ONE RESPONSE.)**

Air .... 87% (N=76)

Automobile, truck, RV, bus........................... 13

2016 LAUGHLIN VISITOR PROFILE STUDY (#216302)		
GLS RESEARCH	**AGGREGATE RESULTS**	**PAGE 6**

23. On this trip to Laughlin, where did you lodge? **(ASK AS OPEN END. ACCEPT ONLY *ONE* RESPONSE. CIRCLE CODE NUMBER. INTERVIEWER: A "LODGING" IS ANY PLACE THE RESPONDENT *SLEPT* OVERNIGHT. SOME PEOPLE COME TO LAUGHLIN AT NIGHT JUST TO GAMBLE THROUGH THE NIGHT AND LEAVE THE NEXT DAY. THESE PEOPLE DID NOT "LODGE" ANYWHERE (CODE #5000).)**

TYPE OF LODGING

HOTEL.. 93%
MOTEL 0
RV PARK... 3
FRIENDS/RELATIVES 2
DAYTRIP/OTHER 2

LOCATION OF LODGING

LAUGHLIN 93%
BULLHEAD CITY 0
LOCATION COULD NOT
BE DETERMINED....................................7
FRIENDS/RELATIVES.............................2
DAYTRIP...2

TYPE OF LODGING
(AMONG THOSE WHO STAYED OVERNIGHT)
(N=1174)

HOTEL.. 95%
MOTEL 0
RV PARK... 3
FRIENDS/RELATIVES 2
OTHER 0

IF RESPONSE TO Q23 IS A HOTEL OR MOTEL (CODES 1000-2999), ASK Q24 THROUGH Q32.

IF RESPONSE TO Q23 IS AN RV PARK (CODES 3000-3999), ASK Q24 THROUGH Q26, THEN SKIP TO Q33 ON PAGE 9.

IF RESPONSE TO Q23 IS CODE #4000 OR HIGHER, SKIP TO Q33 ON PAGE 9.

24. Which of the following **[SHOW CARD]** best describes how you, or someone in your party, booked your accommodations in Laughlin? **(ACCEPT ONLY ONE RESPONSE.)** (N=1144)

a. Booked by phone, calling the hotel, motel, or RV park directly....71%
b. Booked through a travel agent (either in person or by phone).....1
c. Booked by phone but not by calling the hotel directly and not through a travel agent.....0
d. Booked through a website on the Internet using a desktop or laptop computer.....14
e. Booked at a website on the Internet using a smartphone.......6
f. Booked at a website on the Internet using a tablet.....2
g. Booked in person at the hotel, motel, or RV park.....5
h. The trip was a gift, prize, or incentive, so the accommodations were booked for you.....0
i. Not sure because someone else in your party booked the hotel and you don't know how they did it....1

OTHER.....0
REFUSED/NA.....0

25. **(IF RESPONSE "d, e, or f" IN Q24 IS CHOSEN, ASK:)** Which Web site did you use to book your accommodations? **(ASK AS AN OPEN END. ACCEPT ONLY ONE RESPONSE).** (N=249)

EXPEDIA.....25%
TRAVEL.COM.....0
ORBITZ.....2
PRICELINE.....4
CHEAPTICKETS.....2
TRAVELOCITY.....4
YAHOO.....1
AOL.....0
HOTWIRE.....1
HOTELS.COM.....6
BOOKING.COM.....19
HOTEL WEB SITE (ANY).....33
OTHER.....4
NOT SURE/DK.....0
REFUSED/NA.....0

26. How far in advance did you make your reservations for your (hotel room/motel room/RV park space) for this trip to Laughlin? **(ASK AS OPEN END.)** (N=1146)

SAME DAY.....6%
1-3 DAYS BEFORE.....9
4-6 DAYS BEFORE.....8
7-14 DAYS BEFORE.....20
15-30 DAYS BEFORE.....33
31-60 DAYS BEFORE.....14
61-90 DAYS BEFORE.....5
MORE THAN 90 DAYS BEFORE.....6
NOT SURE/DK.....0
REFUSED/NA.....0

PEOPLE STAYING IN AN RV PARK (CODE 3000-3999 IN Q23) SHOULD SKIP TO Q33 ON PAGE 9 *AFTER BEING ASKED Q26.*

27. Including yourself, how many people stayed in your room? (N=1112)

ONE.....13%
TWO.....78
THREE.....6
FOUR OR MORE.....4
REFUSED/NA.....0

2.0 MEAN

28. Which of the following rate categories best describes your room rate? **(SHOW CARD. ACCEPT ONLY ONE RESPONSE.)** (N=1112)

HOTEL/AIRLINE PACKAGE DEAL......... 10% HOTEL/AMENITIES PACKAGE DEAL........... 1 TOUR/ TRAVEL GROUP 0	**ASK Q29**
CONVENTION GROUP/ COMPANY MEETING... 0 CASINO RATE .... 18 REGULAR FULL-PRICE ROOM RATE... 25	**SKIP TO Q31**
CASINO COMPLIMENTARY 45	**SKIP TO Q33**
ANOTHER RATE .... 0 NOT SURE/DK.............. 0 REFUSED/NA 0	**SKIP TO Q31**

29. What was the total *PER PERSON* cost of your package? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**

(N=122)

Less than $50................25%
$50 - $99.......................12
$100 - $149...................15
$150 OR MORE............48
NOT SURE/REFUSED ...0
$167.47 MEAN
$147.00 MEDIAN

30. How did you *first* find out about this package? **(DO *NOT* READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=122)

OUTDOOR BILLBOARD.................... 3%
BROCHURE...................................... 0
E-MAIL OFFER 1
INTERNET AD (POP-UP OR BANNER AD)............................... 0
OFFER RECEIVED IN THE MAIL...... 9
NEWSPAPER.................................. 23
RADIO 18
RESERVATION AGENT/ CALL CENTER.................................. 4
TELEVISION 3
TRAVEL AGENT 3
ANY WEB SITE................................. 6
WORD-OF-MOUTH......................... 26
SOCIAL MEDIA (e.g., Facebook, Twitter, LinkedIn, Google Plus, Instagram, YouTube)... 1
OTHER 3
NOT SURE/DK.................................. 0
REFUSED/NA 0

SKIP TO Q33

31. **(ASK ONLY OF NON-PACKAGE VISITORS)** By the time you leave Laughlin, how much will you have spent, *on average per night*, on your hotel or motel room? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**

Less than $25.....................15% (N=489)
$25 - $49............................40
$50 OR MORE...................43
NOT SURE/NO ANSWER ...1
$50.88 MEAN
$48.00 MEDIAN

32. How did you *first* find out about the room rate you paid? **(DO *NOT* READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=489)

OUTDOOR BILLBOARD	0%
BROCHURE	0
E-MAIL OFFER	3
INTERNET AD (POP-UP OR BANNER AD)	0
OFFER RECEIVED IN THE MAIL	16
NEWSPAPER	0
RADIO	0
RESERVATION AGENT/ CALL CENTER	35
SOCIAL MEDIA (e.g., Facebook, Twitter, LinkedIn, Google Plus, Instagram,YouTube)	0
TRAVEL AGENT	2
ANY WEB SITE	38
WORD-OF-MOUTH	3
OTHER	2
NOT SURE/DK	1
REFUSED/NA	0

33. **(ASK OF ALL RESPONDENTS.)** Including yourself, how many *adults* 21 years old or older are in your *IMMEDIATE* party (such as a spouse or friends who are traveling with you)? **(IF RESPONDENT SAYS MORE THAN 8, EXPLAIN:** "If you are part of a tour group, do *not* include all members of your tour group -- only those adult friends and relatives who are traveling with you.")

(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)

1	13%
2	75
3	6
4 OR MORE	7
2.1	MEAN
2.0	MEDIAN

34. Are there any people under *the age of 21* in your *IMMEDIATE* party?

YES	6%
NO	94
NOT SURE/DK	0
REFUSED/NA	0

35. By the time you leave, how many *nights* will you have stayed in Laughlin? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)**

DAYTRIP	2%
1	5
2	34
3	29
4	17
5 OR MORE	13
3.3	MEAN
3.0	MEDIAN

36. By the time you leave, how many *days* will you have been in Laughlin? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW. MUST BE AT LEAST "01.")**

1	2%
2	5
3	34
4	29
5	17
6 OR MORE	13
4.3	MEAN
4.0	MEDIAN

37. On what day of the week did you arrive in Laughlin?

SUNDAY	16%
MONDAY	13
TUESDAY	15
WEDNESDAY	16
THURSDAY	14
FRIDAY	20
SATURDAY	7
REFUSED/NA	0

38. Have you gambled during this visit to Laughlin?

YES 99%	**ASK Q39**
NO .... 1 NOT SURE/DK .... 0 REFUSED/NA 0	**SKIP TO Q43 ON PAGE 11**

39. On average, how many hours *PER DAY* did you spend gambling? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW. IF GREATER THAN 12, CLARIFY BY ASKING:** "Do you mean that you spent on average **[FILL IN NUMBER OF HOURS]** hours gambling *every day you were here*?") (N=1185)

1 TO 2 HOURS 20%
3 TO 4 HOURS 26
5 TO 6 HOURS 30
7 TO 8 HOURS 15
9 TO 10 HOURS 7
MORE THAN 10 HOURS........... 3
5.0 MEAN
5.0 MEDIAN

40. How many different casinos have you gambled at during your stay in Laughlin? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)** (N=1185)

1 .... 18%
2 21
3 21
4 16
5 TO 6 16
MORE THAN 6........................... 9
3.5 MEAN
3.0 MEDIAN

41. **(ASK OF ALL GAMBLERS.)** Not including travel, food, or lodging, how much money did you budget for gambling on this trip? Include only your own, personal, gambling budget and not the gambling budgets of others who may have been with you. **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)** (N=1185)

$1 - $99 .... 4%
$100 - $199 9
$200 - $299 14
$300 - $399 13
$400 - $499 8
$500 - $599 13
$600 OR MORE 38
NOT SURE/NO ANSWER 0
$657.51 MEAN
$500.00 MEDIAN

42. Are you a member of a slot or loyalty club at any of the Laughlin resorts? (N=1185)

YES 91%
NO 9
NOT SURE/DK.........................0
REFUSED/NA 0

43. **(ASK OF ALL RESPONDENTS.)** In which of the following locations have you gambled at a *casino facility* during the *past 12 months*? Please do not include "card rooms," even though they are similar to casinos. Have you gambled... **(READ LIST)**

A. At a casino on an Indian reservation in California 34%
B. At a casino on an Indian reservation in Arizona ..24
C. At a casino on an Indian reservation outside Arizona or California 45
I. In Las Vegas, Nevada..51
J. Somewhere else in Nevada (outside the Laughlin area) 20
X. OTHER 0

44. Now that there are more places to gamble outside of Laughlin, do you feel you are MORE LIKELY or LESS LIKELY to visit Laughlin, or does it make NO DIFFERENCE in your decision to visit Laughlin? (IF MORE OR LESS LIKELY, ASK:) Is that MUCH (more/less likely) or SOMEWHAT (more/less likely)?

MUCH MORE LIKELY................. 26%
SOMEWHAT MORE LIKELY 34
NO DIFFERENCE 36
SOMEWHAT LESS LIKELY.......... 3
MUCH LESS LIKELY 1
NOT SURE/DK.............................. 0
REFUSED/NA 0

45. Have you visited Las Vegas, Nevada, in the past 5 years?

YES 79%
NO 21
NOT SURE/DK..................0
REFUSED/NA 0

46. Will you (or did you) visit Las Vegas either before or after this visit to Laughlin?

YES 14%	**ASK Q47**
NO .... 86 NOT SURE/DK...... 0 REFUSED/NA 0	**SKIP TO Q48**

47. On this trip, will you (or did you) visit... **(READ LIST. ACCEPT MULTIPLE RESPONSES.)**

(N=166)

A. Downtown Las Vegas (that is, the area on or near Fremont Street)? 60%
B. The Strip in Las Vegas (that is, the area on or near Las Vegas Boulevard)?................75

48. Will you (or did you) visit other areas of Nevada or the surrounding area (for example, the Grand Canyon and Death Valley), either before or after this visit to Laughlin?

YES 25%	**ASK Q49**
NO .... 75 NOT SURE/DK...... 0 REFUSED/NA 0	**SKIP TO Q50**

49. On this trip, will you (or did you) visit... **(READ LIST. ACCEPT MULTIPLE RESPONSES.)**

(N=303)

Hoover Dam 10%
Lake Mead........................ 3
Lake Havasu/ Colorado River 26
Lake Mojave/ Davis Dam 26
Grand Canyon 9
Bryce Canyon................... 0
Zion National Park............ 0
Oatman, Arizona 43
Other 4

50. By the time you leave Laughlin, how much will you have spent *ON AVERAGE PER DAY* for...

a. Food and drink. Please include only your own, personal expenses and not those of your entire party. **(AVERAGE TRIP EXPENDITURES PER DAY.)**

$150.63 MEAN (INCLUDING $0)
$157.87 MEAN (EXCLUDING $0)

b. Local transportation (for example, car rental, taxi, limo, gas). Please include all your daily transportation expenses. **(AVERAGE TRIP EXPENDITURES PER DAY.)**

$41.75 MEAN (INCLUDING $0)
$54.12 MEAN (EXCLUDING $0)

51. By the time you leave Laughlin, how much will you have spent on each of the following items *IN TOTAL FOR YOUR ENTIRE TRIP*? Please include only your own, personal expenses and not those of your entire party. **(READ EACH ITEM. ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**

A. Shopping (gifts, clothing, personal items)...........	$66.20	MEAN (INCLUDING $0)
	$97.47	MEAN (EXCLUDING $0)
B. Shows/entertainment (not including gambling)...	$5.95	MEAN (INCLUDING $0)
	$19.50	MEAN (EXCLUDING $0)
C. Sightseeing	$10.41	MEAN (INCLUDING $0)
	$47.67	MEAN (EXCLUDING $0)
D. Other	$3.43	MEAN (INCLUDING $0)
	$114.19	MEAN (EXCLUDING $0)

Just a few more questions on your impressions of Laughlin in general...

52. Overall, how satisfied were you with your visit to Laughlin? Were you... **(READ LIST.)**

Very satisfied 87%	**SKIP TO Q55**
Somewhat satisfied 12	**ASK Q53**
Somewhat dissatisfied........ 1 Very dissatisfied 0	**SKIP TO Q54**
DO NOT READ NOT SURE/DK................... 0 REFUSED/NA 0	**SKIP TO Q55**

53. You just said you were *somewhat* satisfied with your overall experience in Laughlin. What is the *MAIN* reason that keeps you from saying you were *very* satisfied? **(ACCEPT ONLY ONE RESPONSE.)**

(N=143)

DIDN'T WIN ENOUGH GAMBLING...... 34%
HOTEL COMPLAINTS......................... 32
FOOD COMPLAINTS 6
NOT AS EXCITING AS LAS VEGAS.... 10
TOO HARD TO GET AROUND 3
TOO EXPENSIVE 5
EMPLOYEE COMPLAINTS 4
SMOKING COMPLAINTS....................... 1
NOT A PLACE FOR CHILDREN 1
ENTERTAINMENT COMPLAINTS 1
OTHER.. 4

54. You just said you were *dissatisfied* with your overall experience in Laughlin. What is the *MAIN* reason that you were *dissatisfied*? **(ACCEPT ONLY ONE RESPONSE.)**

(N=15)

HOTEL COMPLAINTS......................... 33%
DIDN'T WIN ENOUGH GAMBLING...... 33
NOT AS EXCITING AS LAS VEGAS.... 13
TOO EXPENSIVE 7
TOO HARD TO GET AROUND 7
NOT A PLACE FOR CHILDREN 7

55. **(ASK EVERYONE:)**
How likely will you be to return to Laughlin in the next year? Would you say you… **(READ FIRST 5 RESPONSES)**

Definitely will...............................72%
Probably will 16
Might/might not.............................7
Probably will not 2
Definitely will not...........................2
NOT SURE/NO ANSWER............0

56. How likely will you be to recommend Laughlin to friends, relatives, and co-workers as a destination for a vacation or pleasure trip? Would you say you… **(READ FIRST 5 RESPONSES)**

Definitely will recommend............89%
Probably will recommend 8
Might/might not recommend..........2
Probably will not recommend 1
Definitely will not recommend........0
NOT SURE/NO ANSWER............0

Now I'd like to ask you a few final questions for statistical purposes.

57. Are you currently... **(READ LIST. ACCEPT ONLY ONE RESPONSE.)**

Employed 37%	**ASK Q58**
Unemployed ....3 Student ....1 Retired ....56 Homemaker 3	**SKIP TO Q59**
DO NOT READ REFUSED/NA 0	**SKIP TO Q59**

58. What is your occupation? **(SPECIFY OCCUPATION, NOT TITLE OR COMPANY NAME. "SELF EMPLOYED" IS NOT AN ACCEPTABLE RESPONSE. PROBE FOR THE TYPE OF WORK DONE.)** (N=438)

SALES/CLERICAL WORKERS ...32%

SERVICE WORKERS..................26

MANAGERS/OFFICIALS/ PROPRIETORS..........................18

PROFESSIONAL/TECHNICAL....10

CRAFT WORKERS/FOREMEN...13

OTHER..1

REFUSED/NO ANSWER...............0

59. What was the last grade or year of school that you completed? **(DO NOT READ LIST.)**

GRADE SCHOOL OR SOME HIGH SCHOOL.........2%

HIGH SCHOOL DIPLOMA (FINISHED GRADE 12).........30

SOME COLLEGE (INCLUDES JUNIOR/COMMUNITY COLLEGE — NO BACHELOR'S DEGREE) 33

GRADUATED COLLEGE......27

GRADUATE SCHOOL (MASTER'S OR PH.D.) 4

TECHNICAL, VOCATIONAL, OR TRADE SCHOOL..............3

REFUSED/NA 0

60. What is your current marital status? Are you... **(READ LIST)**

Married 67%

Single 17

Separated or divorced 7

Widowed.......................................9

REFUSED/NA 0

61. What country do you live in?

USA 95%	**ASK Q62**
FOREIGN 6	**SKIP TO Q63**
REFUSED/NA 0	**SKIP TO Q63**

62. What is your ZIP code? **(REGION DERIVED FROM ZIP CODES)**

EAST 1%

SOUTH 4

MIDWEST..................................... 17

WEST 73

- CALIFORNIA........................... 37
- ARIZONA 20
- GREATER LAS VEGAS............ 5
- OTHER WEST 11

FOREIGN VISITORS....................... 6

NO ZIP CODE GIVEN 0

63. **(ETHNICITY BY OBSERVATION. IF UNSURE, ASK:)**
Most people think of themselves as belonging to a particular ethnic or racial group. What ethnic or racial group are you a member of? (ASK ONLY IF NECESSARY: Are you white, Black, Asian, Hispanic or Latino -- or of some other ethnic or racial background?)

WHITE	78%
BLACK OR AFRICAN AMERICAN	3
ASIAN OR ASIAN AMERICAN	2
HISPANIC/LATINO	15
NATIVE AMERICAN	1
MIXED RACE	1
OTHER	0
NOT SURE/DON'T KNOW	0
REFUSED/NO ANSWER	0

64. What is your age, please? **(RECORD IT EXACTLY *AND CIRCLE APPROPRIATE CATEGORY BELOW.*)**

59.4 MEAN
63.0 MEDIAN

Which of the following categories does your age fall into? **(READ LIST.)**

21 to 29	5%
30 to 39	8
40 to 49	11
50 to 59	17
60 to 64	13
65 and older	46
REFUSED/NA	0

65. Please tell me which one of these categories includes your total household income before taxes last year. **(SHOW INCOME CARD.)** Include your own income and that of any member of your household who is living with you.

A. Less than $20,000	4%
B. $20,000 to $29,999	7
C. $30,000 to $39,999	12
D. $40,000 to $49,999	15
E. $50,000 to $59,999	13
F. $60,000 to $69,999	11
G. $70,000 to $79,999	10
H. $80,000 to $89,999	8
I. $90,000 to $99,999	4
J. $100,000 to $149,999	11
K. $150,000 or more	4
NOT SURE/DK	0
REFUSED/NA	2

RESPONDENT SHOW CARDS

HOW ACCOMMODATIONS WERE BOOKED

A. PHONED DIRECTLY

Booked by phone, calling the hotel, motel, or RV park directly,

B. TRAVEL AGENT

Booked through a travel agent (either in person or by phone),

C. PHONED, BUT NOT DIRECTLY, NOT THROUGH AGENT

Booked by phone but not by calling the hotel directly and not through a travel agent,

D1. INTERNET – DESKTOP/LAPTOP

Booked through a website on the Internet using a desktop or laptop computer.

D2. INTERNET – SMARTPHONE

Booked through a website on the Internet using a smartphone.

D3. INTERNET – TABLET

Booked through a website on the Internet using a tablet.

E. IN PERSON

Booked in person at the hotel, motel, or RV park.

F. GIFT, PRIZE, OR INCENTIVE

The trip was a gift, prize, or incentive, so the accommodations were booked for you.

G. DON’T KNOW BECAUSE SOMEONE ELSE BOOKED

Not sure because someone else in your party booked the hotel and you don’t know how they did it.

HOTEL/MOTEL RATES

1. HOTEL/TRANSPORTATION PACKAGE DEAL

One price that includes your hotel room and airfare or bus transportation to Las Vegas. The package may or may not also include other items such as shows or meals.

2. HOTEL/AMENITIES PACKAGE DEAL (NO TRANSPORTATION INCLUDED)

One price that includes your hotel room and other items such as shows, meals or other amenities, but does not include airfare or bus transportation to Las Vegas.

3. TOUR/TRAVEL GROUP

You are traveling as part of a tour or travel group. The tour/travel group package price includes room and airfare or bus transportation to Las Vegas. The package may or may not also include other items such as shows or meals.

4. CONVENTION GROUP/COMPANY MEETING

Arranged through an employer or convention.

5. CASINO RATE

Special reduced rate arranged through a casino host or casino employee.

6. REGULAR FULL-PRICE ROOM RATE

Full price, no discounts.

7. CASINO COMPLIMENTARY

Room is free of charge.

8. ANOTHER RATE

Any other special room rate not shown above.

INCOME CATEGORIES

A. Less than $20,000

B. $20,000 to $29,999

C. $30,000 to $39,999

D. $40,000 to $49,999

E. $50,000 to $59,999

F. $60,000 to $69,999

G. $70,000 to $79,999

H. $80,000 to $89,999

I. $90,000 to $99,999

J. $100,000 to $109,999

K. $110,000 to $119,999

L. $120,000 to $129,999

M. $130,000 to $139,999

N. $140,000 to $149,999

O. $150,000 or more

Laughlin Visitors Bureau
1555 South Casino Drive, P.O. Box 502
Laughlin, NV 89029-1502

VisitLaughlin.com

A Division of the
Las Vegas Convention and Visitors Authority
3150 Paradise Road, Las Vegas, NV 89109-9096
VisitLasVegas.com

For further information please contact the LVCVA Research Center at 702-892-2805, or at research@lvcva.com.